ATHEXGROUP

Athens Exchange Group

Brand identity guidelines

Contents

1.0
Introduction

Welcome to the ATHEXGROUP brand identity guidelines.

1.1

What is a brand identity?
A brand identity comprises a number of visual elements that come together to communicate a unique and differentiating look and feel for an organisation.

Why is it important to have a clearly defined brand identity?
It is important to have a clear and well-defined identity so that our internal and external audiences have a clear understanding of who we are and what makes us different in the marketplace.

What is the purpose of these guidelines?
These guidelines outline all the different elements that make up our brand identity, including our logotype, colour palette, fonts and photography. This document will help you use our brand identity elements on ATHEXGROUP communications (on-screen presentations, etc) or when talking to external design agencies.

Who is this document for?
These guidelines are intended for internal ATHEXGROUP teams as well as external design agency use. The good news is that there are tools and templates that do most of the hard work for you. These guidelines will help you when you need to create something new. Take a look. We've tried to take out as much designer jargon as we can, and use examples to show you what we mean. We hope you'll find it useful.

Who do I contact for additional information?
If you have any questions or concerns on how to implement our brand identity, please feel free to contact the marketing team at ATHEXGROUP.

2.0
Our brand

The diagram below outlines the structure of our organisation. To find out which logotype to use and how to use it please go to the logotype section of this document which starts on page 08.

2.1

GROUP

ATHEXGROUP
Athens Exchange Group

SUBSIDIARY BRANDS

ATHEX
Athens Stock Exchange

ATHEXCLEAR
Clearing House

ATHEXCSD
Central Securities Depository

Our brand
Visual elements

2.2

Below are the visual elements that make up our brand identity. The following chapters of this document explain how to use them correctly when creating communications material.

Logotype
Our logotype is the most recognisable visual element of our brand and should be applied to everything we produce. To find out how to use our logotype please refer to page 08 of this document.

Colour
Using our corporate colours in a controlled and distinctive way helps to create a strong and recognisable look. To find out which colours to use and how to use them please refer to page 20.

Typography
We have two fonts as part of our brand identity, Manrope and Arial. Manrope should be used on all of our communications, to create a distinctive and unified look. If it's not possible to use Manrope, such as in Microsoft Office Suite, Arial can be used instead. To find out how our fonts should be used please refer to page 27 of this document.

Photography
Photography helps to tell a story and allows us to explain our business and inspire our audiences. To find out how we use photography please refer to page 31 of this document.

Iconography
We've developed a suite of icons that can be used as visual aids to navigation, to highlight specific pieces of content, or as more expressive illustrative objects. To find out how our iconography should be used please refer to page 42.

The visual language
We have developed a visual language system that incorporates a silhouette of the Herme's head with dynamic cropping techniques to create a distinctive look and feel to all of ATHEXGROUP's communications. To find out how our visual language should be used please refer to page 45 of this document.

Logotype

ATHEXGROUP
Athens Exchange Group

Colour

Level 1: Group colours

Level 2: Subsidiary business colours
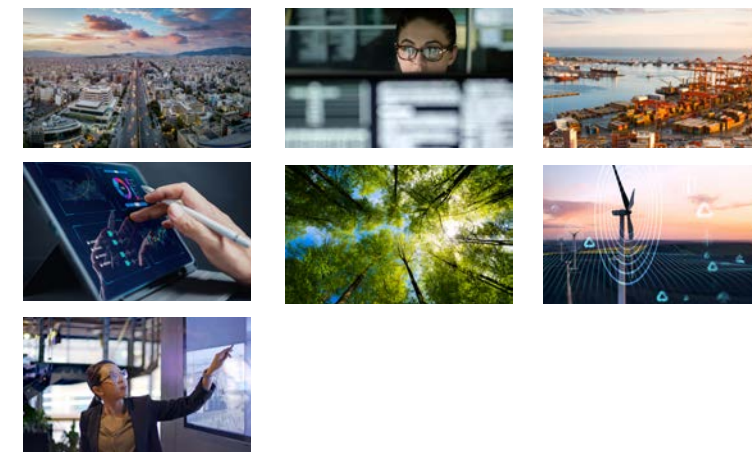
Level 3: Technical colours

Gradients

Typography

Manrope Light
Manrope Regular
Manrope Bold
Manrope ExtraBold

Arial
Arial Bold

Photography

Iconography

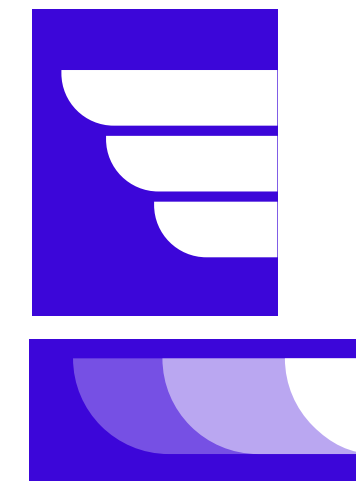## The visual language

3.0
Logotype

Logotype
Master logotype

The ATHEXGROUP master logotype (shown below) is a key element within our identity and should appear on all of our group communications. The logotype is provided in both English and Greek variations.

For a logotype to do its job correctly it must be used consistently – that means at the right size and in the right position.

Our logotype must always be reproduced from the master version and must never be recreated. See the following pages for guidance on how we use our logotype.

3.1

ENGLISH VERSION

ATHEXGROUP
Athens Exchange Group

GREEK VERSION

ATHEXGROUP
Όμιλος Χρηματιστηρίου Αθηνών

Logotype
Subsidiary brand logotypes

3.2

To identify the Company's subsidiary brands, we have created logotypes for each of these parts of the business.

The following pages explain how our master logo and subsidiary logotypes should be used. For illustration purposes we have used the Central Securities Depository logotype throughout this document as an example but the principles set out in this section apply to all subsidiary logotype versions. Never attempt to create new subsidiary logotypes.

ENGLISH VERSION

ATHEX
Athens Stock Exchange

ATHEXCLEAR
Clearing House

ATHEXCSD
Central Securities Depository

GREEK VERSION

ATHEX
Χρηματιστήριο Αθηνών

ATHEXCLEAR
Εκκαθάριση Συναλλαγών

ATHEXCSD
Κεντρικό Αποθετήριο Τίτλων

Logotype
Variations

3.3

We have created a set of logotype variations that can be used on a variety of backgrounds and on all communications material. The diagram below shows the logotype versions and where they should be used.
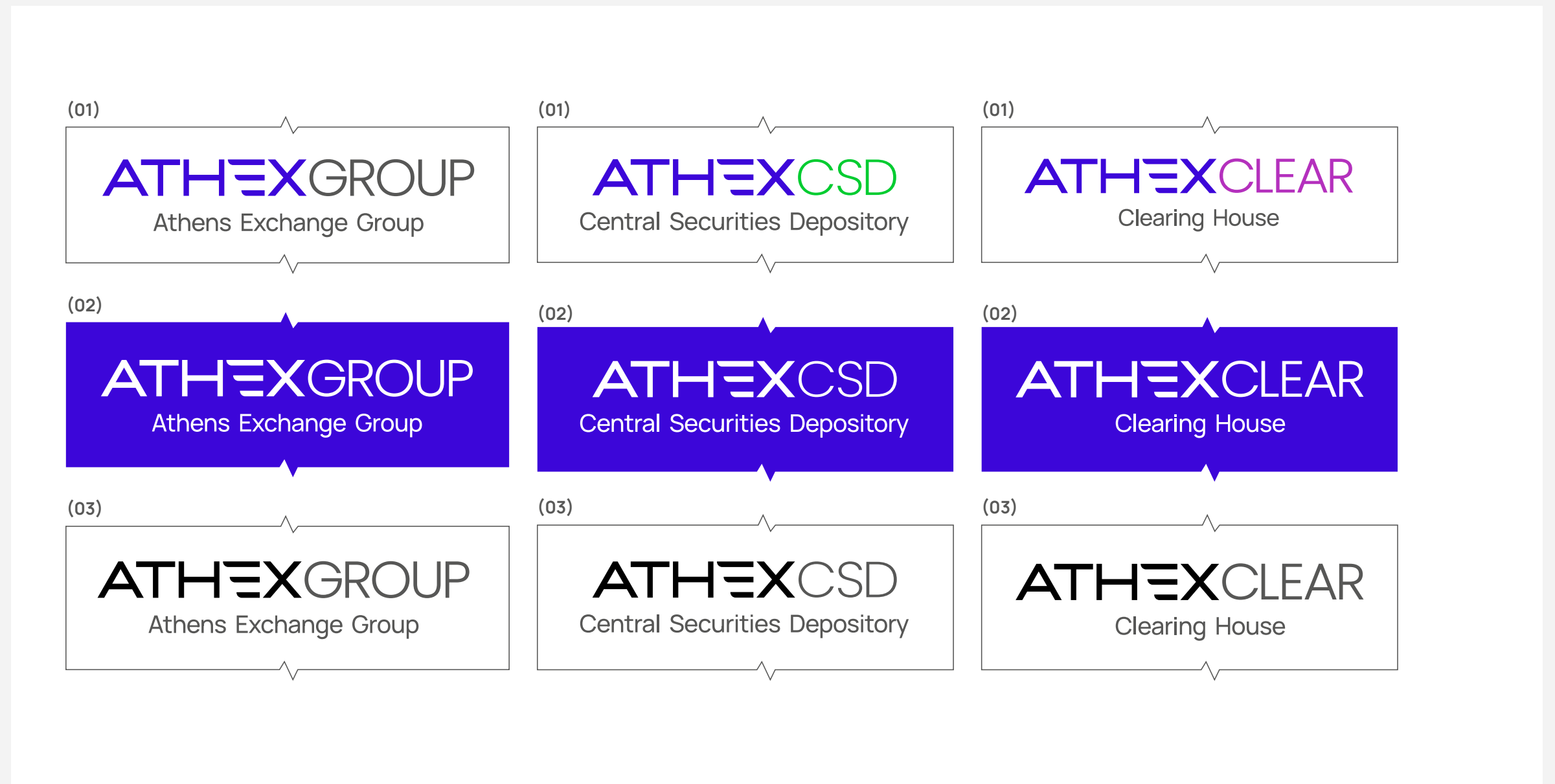
(01) Positive logotype
This is our preferred version and should be used on the majority of our communications. Always use this logotype on a white or light coloured background in order that it stands out and is clearly legible.

(02) White-out logotype
This option is to be used when placing the logotype on a solid, dark or image background. Always make sure that the logotype is clearly legible.

(03) Mono logotype
To be used when only single colour black printing is available, for example in a newspaper.

(01) ATHEXGROUP — Athens Exchange Group
(01) ATHEXCSD — Central Securities Depository
(01) ATHEXCLEAR — Clearing House

(02) ATHEXGROUP — Athens Exchange Group
(02) ATHEXCSD — Central Securities Depository
(02) ATHEXCLEAR — Clearing House

(03) ATHEXGROUP — Athens Exchange Group
(03) ATHEXCSD — Central Securities Depository
(03) ATHEXCLEAR — Clearing House

3.4

To make sure our logotype stands out and is clearly legible we have created an area of clear space around it, known as an exclusion zone. This exclusion zone should remain free of any other design elements such as type or imagery.

The exclusion zone is measured using the height of the letter 'A' from the word 'ATHEX' in the logotype – this measurement is indicated by the magenta keyline surrounding the logotype on the examples below. Always give the logotype as much room as possible.

The principles set out on this page will apply to all subsidiary logotypes.

If you require help in how to position our logotype please refer to pages 13 and 14.

Logotype
Positioning of the
group logotype

3.5

It is important that our logotype sits in a consistent position on all of our communications material so that it is easily recognised and clearly legible. The following information explains where the logotypes should sit on different applications. The diagram below shows the various positions for the logotype.

For printed communications such as brochures and leaflets our logotype should also be placed in the top left-hand corner. From the top of a document, place the ATHEXGROUP logotype at a minimum distance of x2 the height of the letter 'A'.

The logotype should always be placed top left on websites, on-screen presentations, and social media posts. From the top
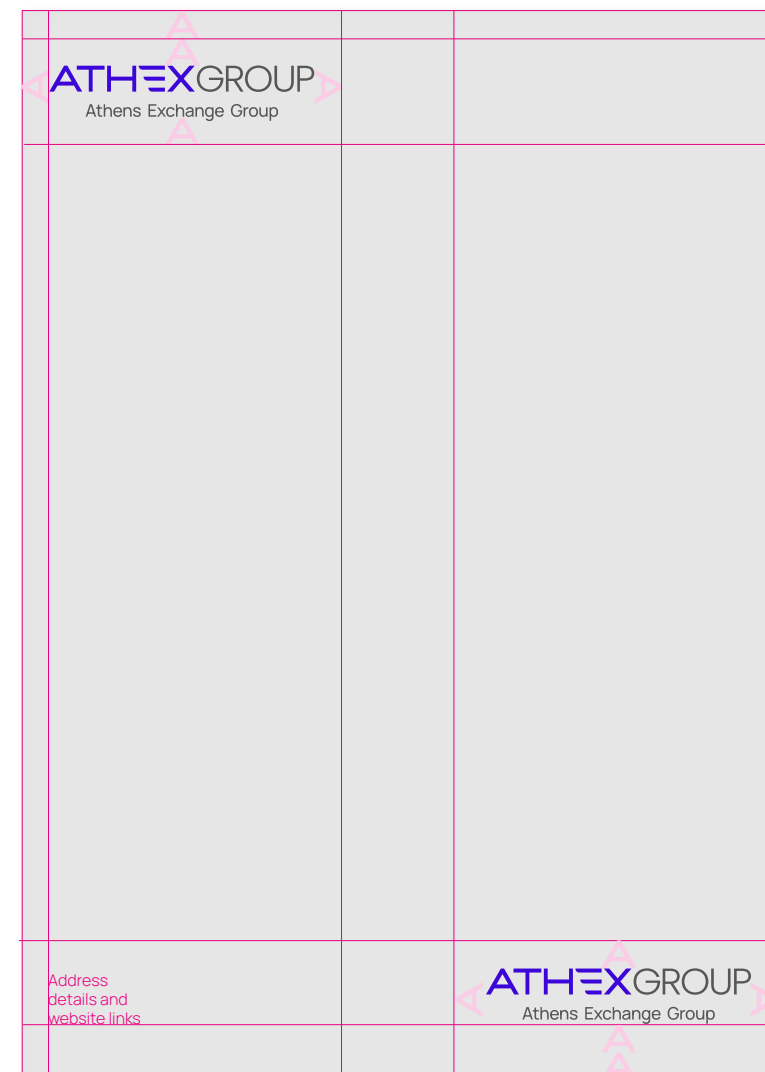
of a document, place the ATHEXGROUP logotype at a minimum distance of x2 the height of the letter 'A'.

On advertising, the logotype should sit at the bottom right, From the bottom of the document, place the ATHEXGROUP logotype at a minimum distance of x2 the height of the letter 'A'.
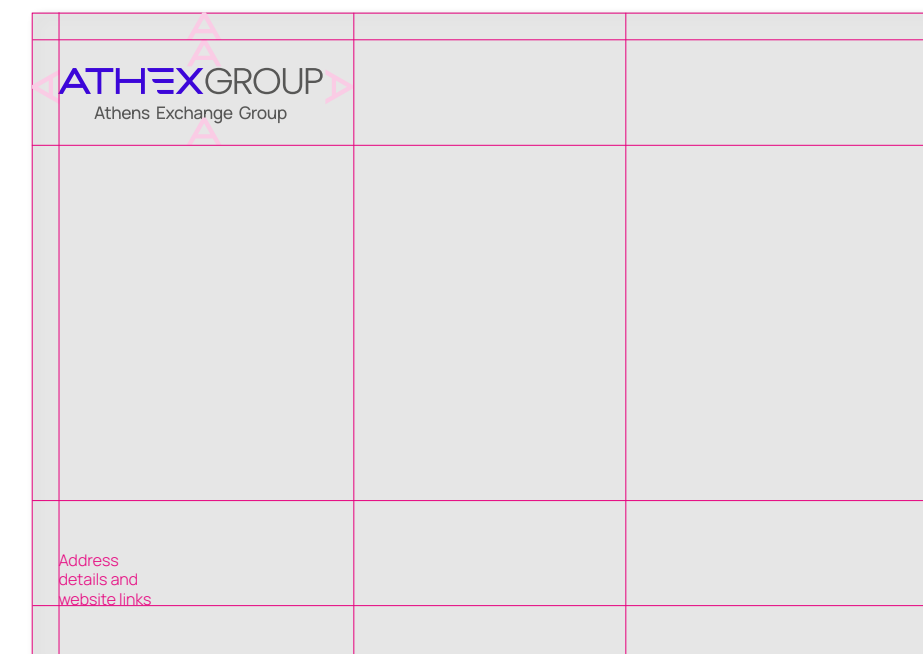
The logo is located in the top middle of our letterheads.

See page 15 and 16 for information on the sizing of our logotypes on the most common print and on-screen formats. For information on the logotype exclusion zone please refer to page 12.

Brochures & leaflets / Advertising

ATHEXGROUP
Athens Exchange Group

Address
details and
website links

ATHEXGROUP
Athens Exchange Group

Websites, social media & on-screen presentations

ATHEXGROUP
Athens Exchange Group

Address
details and
website links

Letterheads

ATHEXGROUP
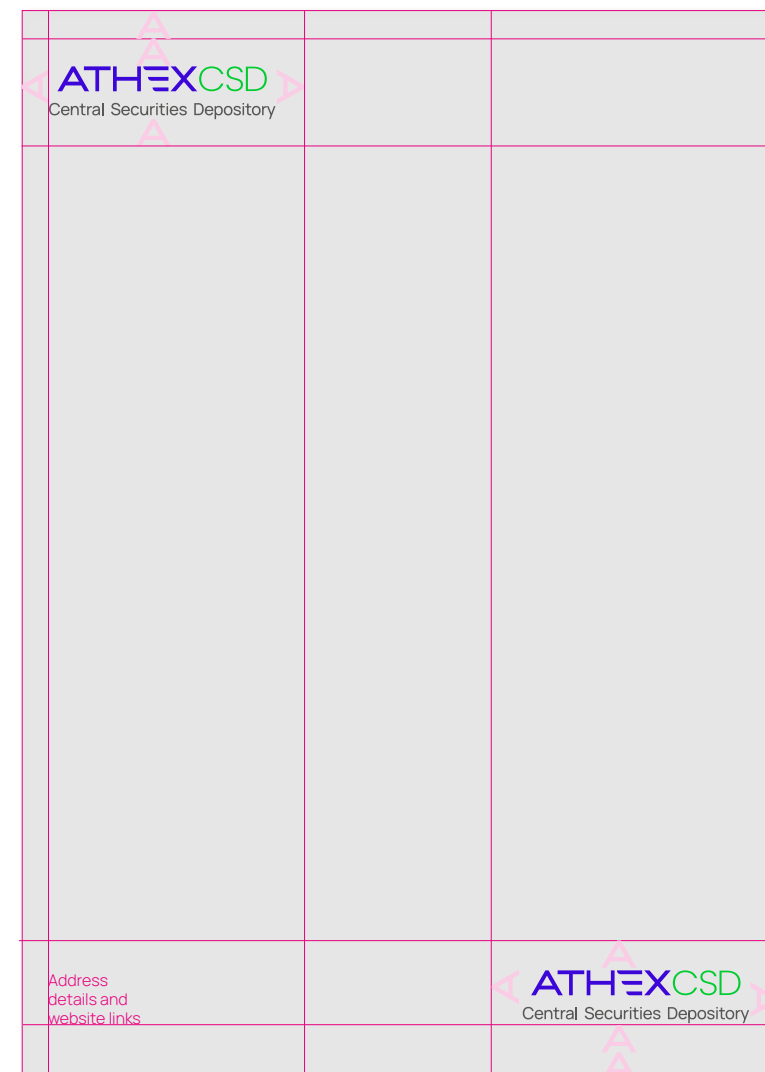Athens Exchange Group

Address
details and
website links

Logotype
Positioning of the subsidiary brand logotypes

3.6

The diagram below shows the positions for all subsidiary logotypes. The principles here follow those applied to the group logotype, outlined on page 13.

Refer to page 16 for information on sizing of the subsidiary logotype on the most common print and on-screen formats. For information on the logo exclusion zone please refer to page 12.
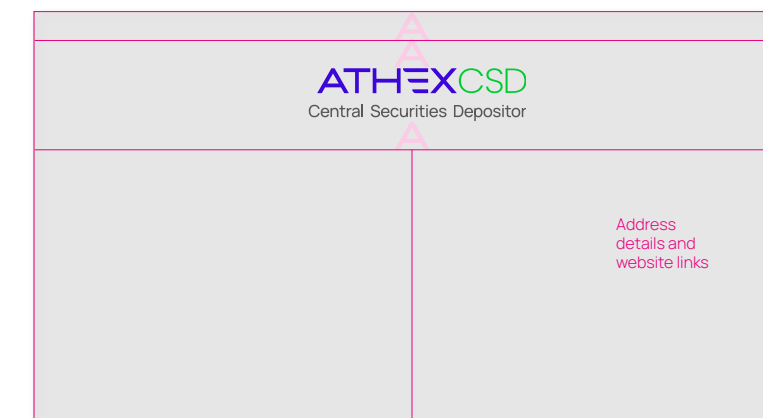
Brochures & leaflets / Advertising

ATHEXCSD
Central Securities Depository

Address details and website links

ATHEXCSD
Central Securities Depository

Websites & on-screen presentations

ATHEXCSD
Central Securities Depository

Address details and website links

Letterheads

ATHEXCSD
Central Securities Depositor

Address details and website links

Logotype
Group logotype sizing

3.7

As well as ensuring that our logotypes sit in the correct position, outlined on pages 13 and 14, please refer to the guidance below on how the logotype should be sized.

The diagram below gives detailed information on the logotype sizes for the most common print and on-screen formats. Whenever the logotype is used on formats larger than A4, it must be increased proportionately.

The logotype must never be used any smaller than the recommended minimum size, as set out on page 18.
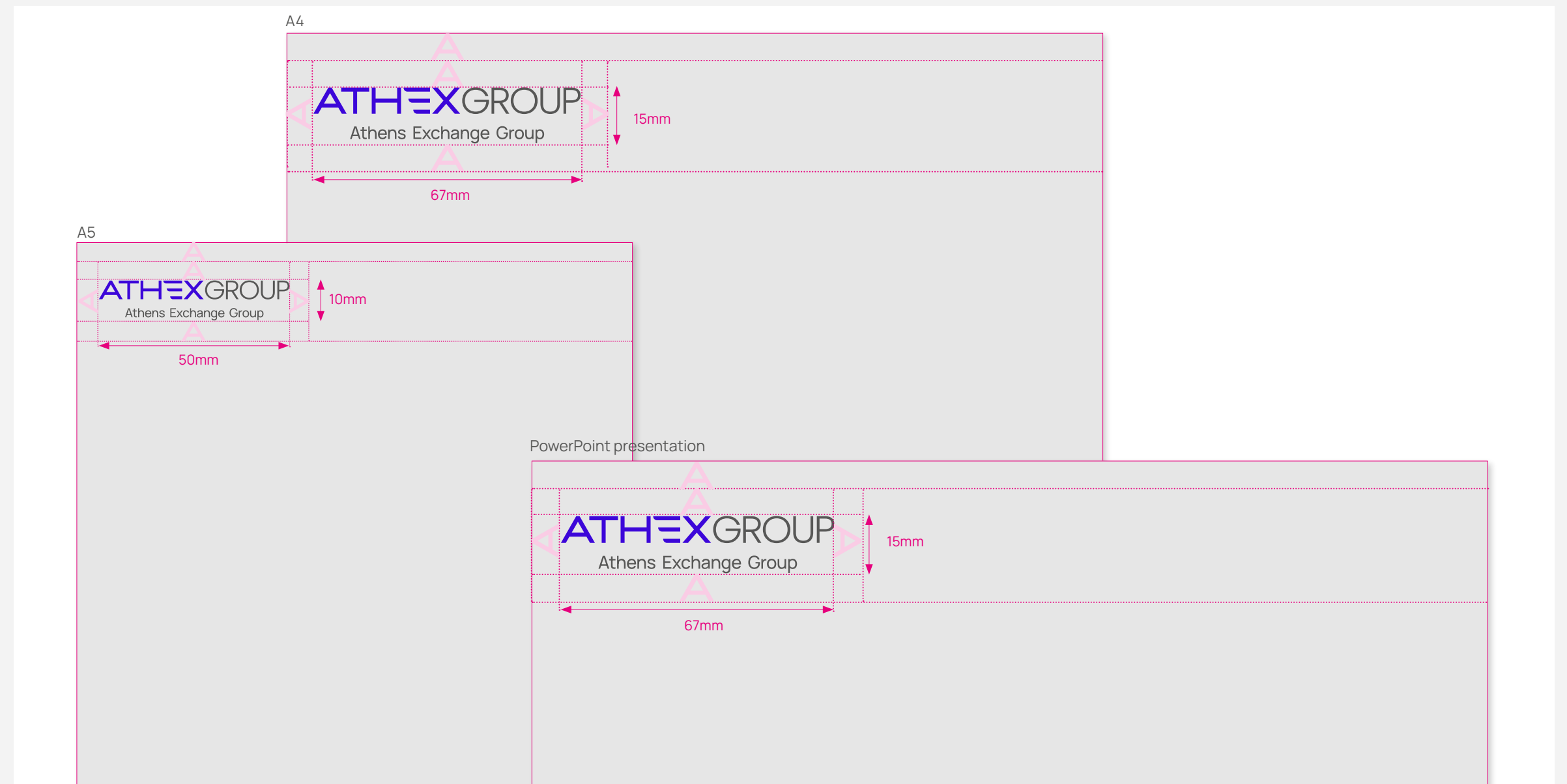
A4

ATHEXGROUP
Athens Exchange Group

15mm

67mm

A5

ATHEXGROUP
Athens Exchange Group

10mm

50mm

PowerPoint presentation

ATHEXGROUP
Athens Exchange Group

15mm

67mm

3.8

The diagram below gives detailed information on how subsidiary logotypes should be sized. Always ensure the logotype exclusion zone is adhered to as outlined on page 12, and that the logotype is never used below the recommended minimum size, as set out on page 18.

Whenever the logotype is used on formats larger than A4, it must be increased proportionately.
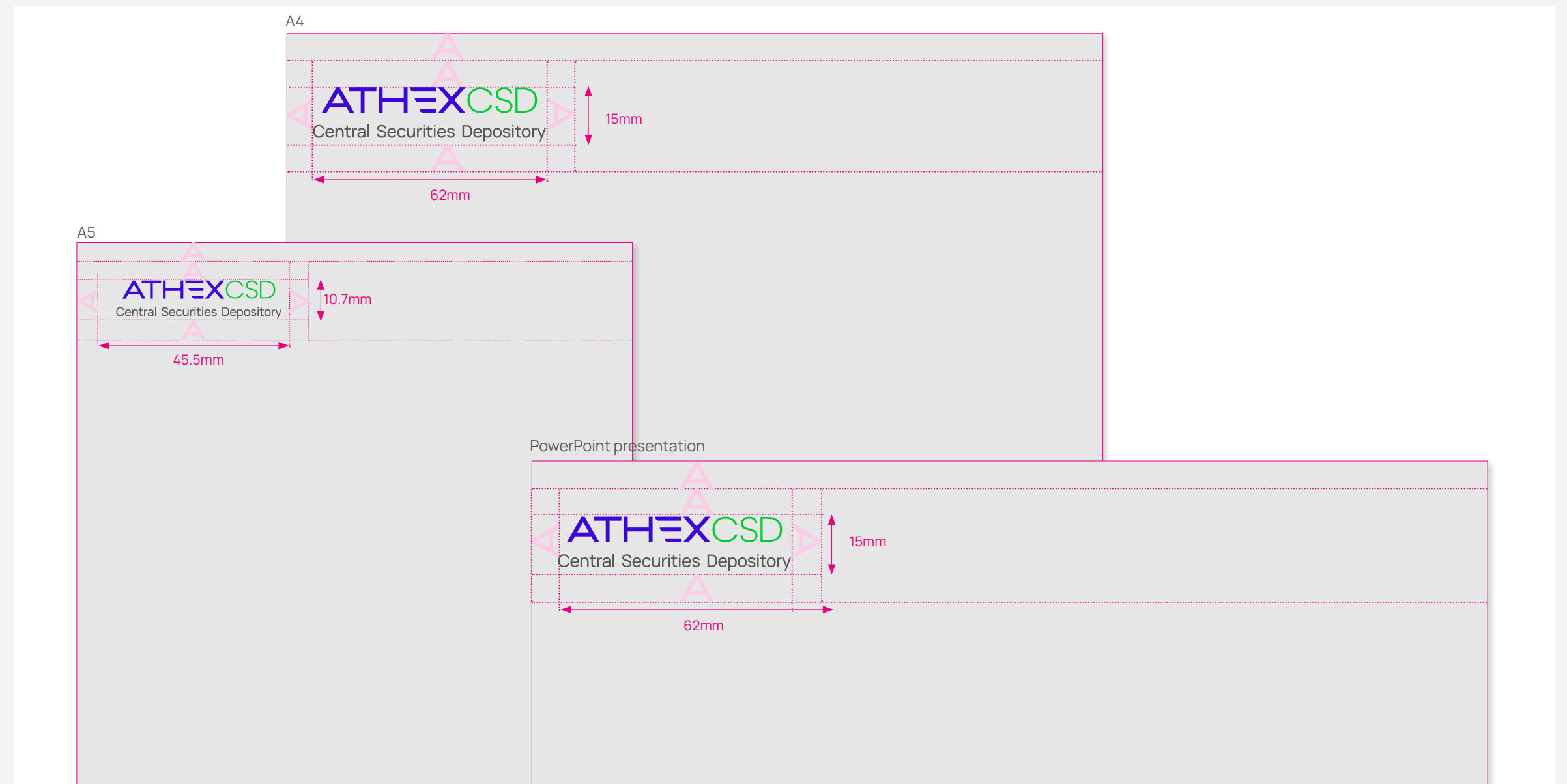
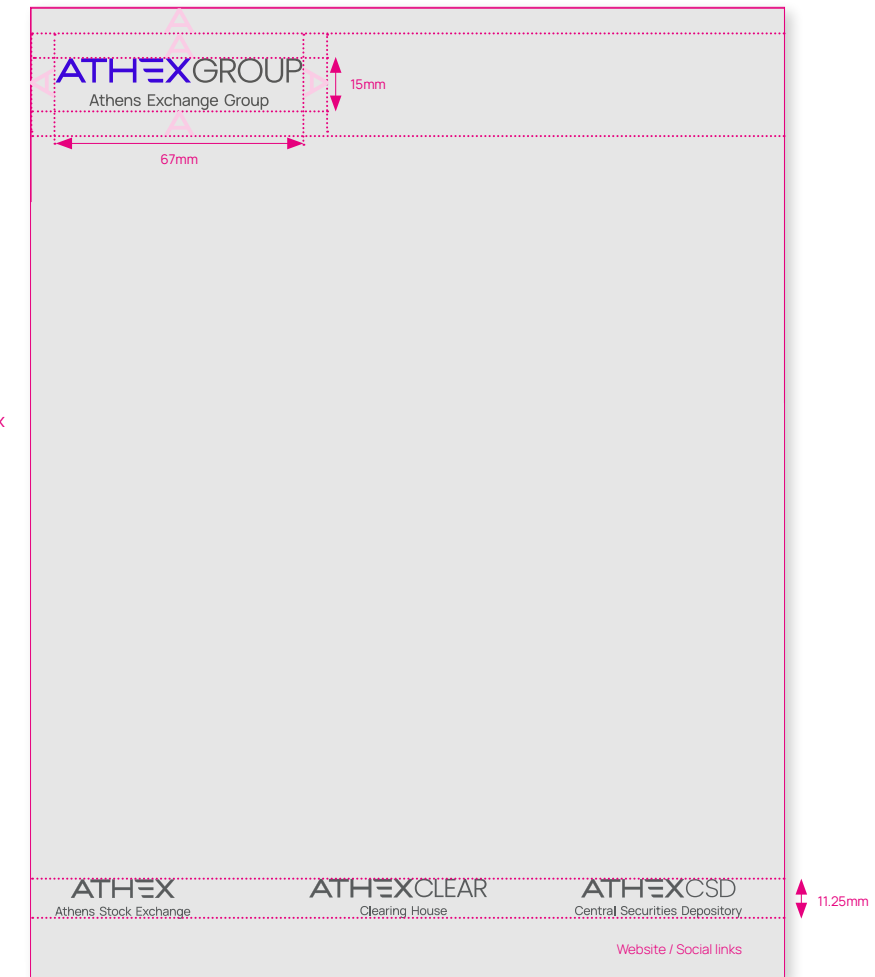## Logotype
Group & subsidiary brand logotype sizing

3.9

Below gives an overview on how the group and subsidiary logotypes should be used when they are all used on one design or when partner or sponsor logos are displayed. Always ensure the logotype exclusion zone is adhered to as outlined on page 12, and that the logotype is never used below the recommended minimum size, as set out on page 18.

The main group logo should have prominence, and the subsidiary logos can be displayed at 75% of this size running across the bottom of the design to avoid any hierarchy, leaving room for website and social media information below. The logos should be equally spaced between the margins.

Social media post (2048px x 1160px)

ATHEXGROUP
Athens Exchange Group

80px

380px

ATHEX
Athens Stock Exchange

ATHEXCLEAR
Clearing House

ATHEXCSD
Central Securities Depository

60px

Website / Social links

Brochure ad layout

ATHEXGROUP
Athens Exchange Group

15mm

67mm

ATHEX
Athens Stock Exchange

ATHEXCLEAR
Clearing House

ATHEXCSD
Central Securities Depository

11.25mm

Website / Social links

Logotype
Minimum size

3.10

At times it may be necessary to reproduce our logotypes at a small size. In order to avoid compromising their legibility, there is a minimum size at which they can be reproduced. These dimensions are shown below.

(01) Print
In printed communications the ATHEX name should not appear any smaller than 25mm wide in any logotype. This is shown on the ATHEXGROUP and ATHEXCSD logotype examples below.

(02) On-screen
In digital communications the ATHEX name should not appear any smaller than 125px wide in any logotype. This is shown on the ATHEXGROUP and ATHEXCSD logotype examples below.

(01) Print

ATHEXGROUP
Athens Exchange Group

25mm

(01) Print

ATHEXCSD
Central Securities Depository

25mm

(02) On-screen

ATHEXGROUP
Athens Exchange Group

125px

(02) On-screen

ATHEXCSD
Central Securities Depository

125px
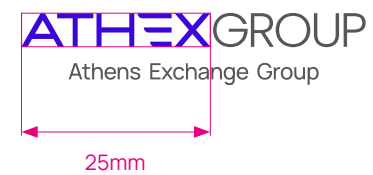
Logotype
Incorrect use

3.11

Below are some examples of how our logotypes must not be used:

(01) Never reproduce the logotype in any colour other than those supplied.

(02) The logotype should never be stretched, rotated or given any extra graphic treatment such as a drop shadow.

(03) Never place the logotype on a background image

(04) Never change the spacing between the name elements.

(05) Never recreate the logotype; always use the supplied files.

(06) Never place text close to the logotype and always use the exclusion zone as set out on page 12.

(01)

(04)

(02)
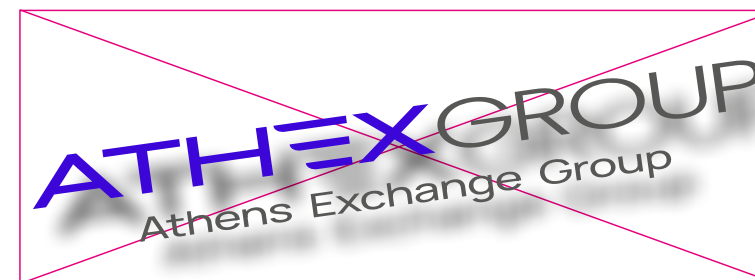
(05)

(03)
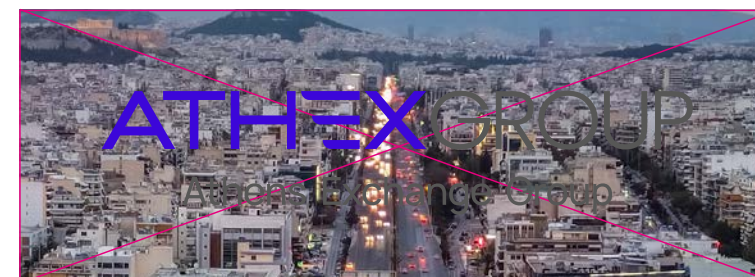
(06)

4.0
Colour

Colour
Principles

4.1

Using our corporate colours in a controlled and distinctive way helps to create a strong and recognisable look for our communications. In this section we explain how our colours have been divided into three levels to guide their use. This section will show you how to set up colours in your documents and how colours can be used in communications.

Level 1
Our group colours (indigo, purple and grey) should be used on all applications. They are the ATHEXGROUP signature and form the basis of the colour palette. They should be used at all times and only ever be supported by level two and level three colours.

Level 2
Our level two colours are used to identify the subsidiary companies. These are Clearing House, Central Securities Depository and ENA, and each has an associated colour, shown below.

Level 3
Our technical colours should be used sparingly to highlight and emphasise text, charts and graphs, infographics or to signpost information. Technical colours can be used alongside level one and level 2 colours. The green coloured swatches from the level 3 colours are to be used on ESG focused content.

Gradients
In addition to the core colour palette, a series of gradients have been created for use on ATHEXGROUP print and digital communications.

Level 1
Group colours

| Indigo | Purple | Grey |

Level 2
Subsidiary business colours

| Violet | Green | Orange |
| Clearing House | Central Securities Depository | ENA |

Level 3
Technical colours

| Dark violet | Teal | Pale orange | Leaf green | Moss green |
| IT Solutions and Services | Alternative Products and Services | Alternative Products and Services | ESG | ESG |

Gradients

Colour
Level 1: group colours

4.2
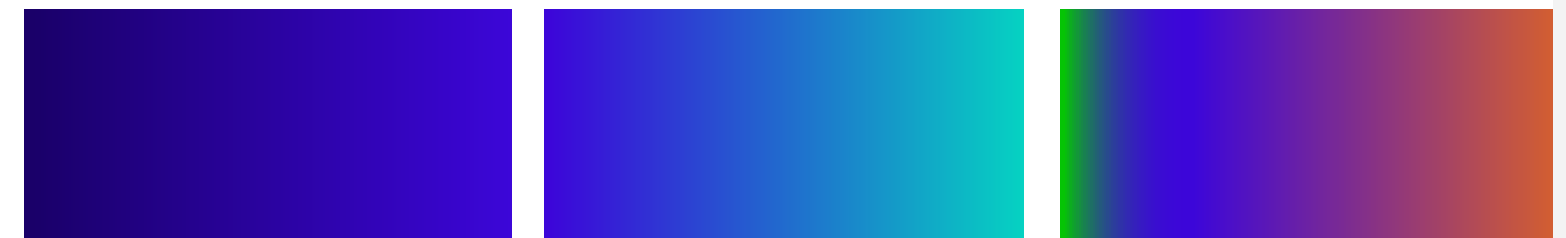
Our group colour palette should be the strongest impression of our brand. It should lead communications and be supported by the business segment and technical palettes.

By using the colour values set out below we can create a consistent look in all of our communications.

Tints of grey can be used to provide flexibility and contrast. Our recommendation for grey colour tints is given below. Do not use tints of Indigo or Purple. Gradients can be used, as outlined on page 25. Do not use tints of Level 1 Group colours as a solid fill.

If you require additional colours please use the technical colour palette on page 24.

Indigo
CMYK: 96%, 81%, 0%, 0%
RGB: 61, 7, 217
HEX: #3c06d9

Purple
CMYK: 75%, 100%, 0%, 59%
RGB: 26, 0, 105
HEX: #1a0069

Grey
CMYK: 0%, 0%, 0%, 66%
RGB: 87, 87, 86
HEX: #575756

70% tint

40% tint

20% tint

Black
CMYK: 0%, 0%, 0%, 100%
RGB: 0, 0, 0
HEX: #000000
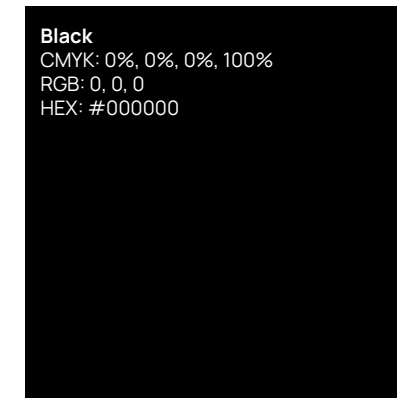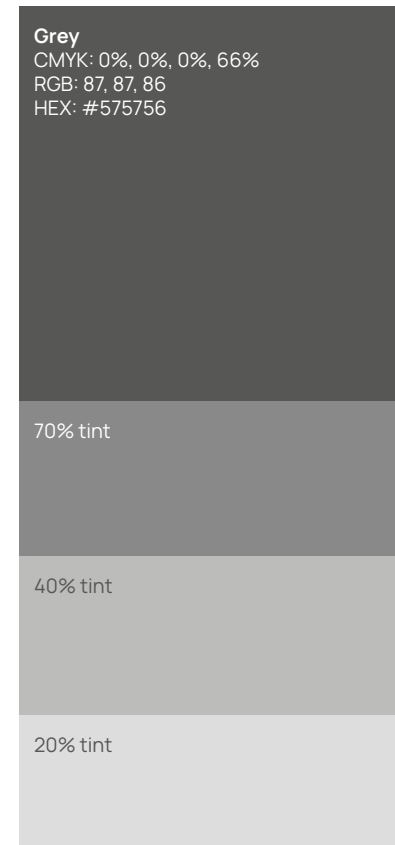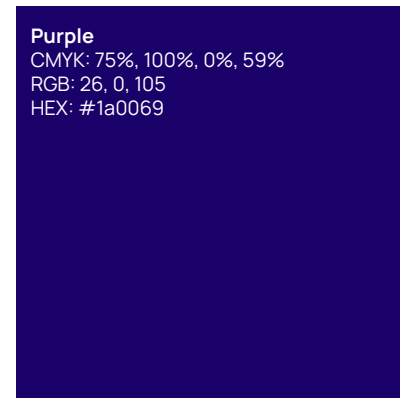
Colour
Level 2: subsidiary brand colours

Our level two colours should be used to identify subsidiary brands. These colours should not be used when communicating information about the entire group. In this instance you should use the group colour palette, shown on page 21.

Always ensure the correct colour is used for the correct subsidiary brand, as illustrated below. The colour values will ensure we create a consistent look in all our communications.

4.3

Clearing House
Violet
CMYK: 36%, 80%, 0%, 0%
RGB: 180, 48, 189
HEX: #b430bd

Central Securities Depository
Green
CMYK: 70%, 0%, 100%, 0%
RGB: 5, 196, 5
HEX: #05c405

ENA
Orange
CMYK: 0%, 53%, 100%, 0%
RGB: 255, 119, 0
HEX: #ff7800

Colour
Level 3: technical colours

We have created an extended range of colours to use when signposting group information or to highlight content, charts and graphs or infographics relating to the Company as a whole. Please refer to page 26 for an example of how level three colours can be used.

Tints can be used to provide flexibility and contrast. Our recommendations for colour tints are given below.

4.4

Light Blue
CMYK: 61%, 5%, 0%, 18%
RGB: 81, 199, 210
HEX: #51c8d2

70% tint

40% tint

20% tint

Teal
CMYK: 100%, 12%, 0%, 50%
RGB: 0, 113, 128
HEX: #007180

70% tint

40% tint

20% tint

Dark violet
CMYK: 0%, 76%, 2%, 49%
RGB: 131, 31, 129
HEX: #831f82

70% tint

40% tint

20% tint

Moss green
CMYK: 62%, 0%, 27%, 38%
RGB: 0, 159, 89
HEX: #009f59

70% tint

40% tint

20% tint

Leaf green
CMYK: 30%, 0%, 47%, 17%
RGB: 136, 212, 91
HEX: #88d45b

70% tint

40% tint

20% tint

Pale orange
CMYK: 0%, 35%, 65%, 4%
RGB: 245, 160, 85
HEX: #f5a055

70% tint

40% tint

20% tint

Colour
Gradients

In addition to the core colour palette, a series of gradients have been created for use on ATHEXGROUP print and digital communications.

These gradients retain confident ownership of blue, whilst creating an ownable, backdrop for photography and visual language elements.

When used with photography, the gradient should be created to complement and enhance the image.

Our main gradient is created using our purple (A) and Indigo (B). The gradient should be subtle and should not appear too harsh. The main colour gradient can be applied at a 0°, +45° or -45° angle. Do not use radial gradients.

4.5

4.6

The diagram below shows how we use our group palette (purple, indigo and grey) to clearly communicate who we are, our technical palette highlights information.

The level 2 colour palette **(02)** identifies the subsidiary brands (Central Securities Depository) within a groupwide piece of communication where the primary palette is more prominent **(01)**.

The technical colour palette **(03)** is used to provide additional flexibility in charts and graphs that relate to the Company.

(01) The primary palette is used in typographic layouts and as a navigational device.

(02) The level 2 palette is used to signpost information that relates to the subsidiary businesses of the group.

(03) The technical palette is used for statistical information such as charts and graphs and is used alongside level one group colours.

5.0
Typography

Typography
Our typefaces

5.1

This section explains what fonts you should use and provides examples of how they can be used. It is important to use the correct fonts on everything we produce to help us maintain a consistency of style.

Manrope, shown below **(01),** should be used on the majority of our communications. It is an open-source modern sans-serif font family which comes in a number of different styles and weights, helping to bring life and vibrancy to our communications. The font family can be downloaded from https://fonts.google.com/specimen/Manrope

There are four weights of the Manrope font, examples of which are shown below.

If it is technically not possible to use Manrope, for example on some digital communications, Arial **(02)** should be used instead.

Increasing the weight of a font can help to highlight information. Examples of how Manrope can be used can be found on page 29 and 30.

(01)

Ab
123

Manrope
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Manrope Light
Manrope Roman
Manrope Bold
Manrope ExtraBold

(02)

Ab
123

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Arial Regular
Arial Bold

5.2

The following basic rules help ensure we maintain consistency in our typography when using Manrope.

Sizes
The choice of type size should always be based on the format, function and purpose of a piece of communication.

Weight
Applying the different weights to text creates a logical hierarchy of information.

Colour
Purple and Indigo is the ATHEXGROUP signature colour and should be used for headlines, pull-outs and copy headings. Grey and black text can be used for body copy.

Alignment
Body copy should always be ranged left; this is to help legibility – it should never be justified.

Character spacing and leading
Do not add character spacing. Body copy must always have +2 leading.

Style
Never modify the typeface. For instance, never use stretching, outlining or the addition of a drop shadow. Never underline text unless it is to indicate a hyperlink.

01 Use grey or black text for body copy and use left alignment to help legibility.

02 Use colour and varying font weights to create a clear hierarchy of information.

Typography
Font use example (screen)

Outlined below are some key points to help you use Manrope in an effective way across all communications. Following these principles will ensure that every piece of communication we create is clear and consistent. The example below illustrates how Manrope can be used on an on-screen presentation.

Font style
Applying different font styles to text, for example bold and italic, helps highlight copy and creates a more logical hierarchy of information.
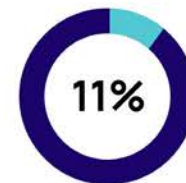
Colour
Using our corporate colour in headlines helps pull out information. Grey and black text should be used for body copy.

Alignment
Body copy should always be aligned left; this is to help legibility – it should never be justified as it creates unattractive spacing between words and makes text harder to read.

5.3

01 Use colour and varying font weights to create a clear structure.

02 Use grey or black text for body copy and use left alignment to help legibility.


01 Areas of Operation

Listing **11%**

The Athens Exchange supports and facilitates the process of issuing stocks and bonds for financing companies using the tools that it develops, ensuring the tradability of the securities issued under internationally standardized rules. This category includes the services provided to listed companies (issuers) on an ongoing basis such as corporate actions.
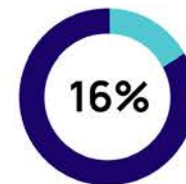
Trading **16%**

The Athens Exchange operates the infrastructure necessary so that the organized markets for stocks, bonds and derivatives –on other securities or indices (such as stocks, exchange indices et al.) –ensure the level of transparency and effectiveness legislated in Europe. The Athens Exchange also operates the Alternative Market (EN.A) for smaller, dynamic companies.

02

Post Trading **38%**

The Clearing House of the Group, ATHEXClear, provides the clearing platform and operates as central counterparty (CCP): as buyer to sellers, and seller to buyers, in order to minimize counterparty risk. The ATHEXCSD subsidiary provides the recording of the various credit and debit entries into the investor accounts on the Dematerialized Securities System (DSS) by licensed Investment Services Firms and banks (DSS Operators) following international rules and practices.

ATHEXGROUP
Athens Exchange Group

www.athexgroup.gr 4

6.0
Photography

Photography
Principles

6.1

Photography is a powerful tool for communicating messages, content and underlying themes in interesting, creative and distinctive ways.

In this section we look at the type of imagery we use in our communications and provide guidance for choosing or commissioning photography. Page 41 provides examples of what to avoid when selecting photography.

Our imagery tells the story of our business and is broken into eight categories. When choosing imagery, we need to consider which of these categories is most relevant to the piece of communication we are producing.

These categories are:
1. Our environment
2. Our people at work
3. Our listed businesses
4. Our technology
5. Our commitment to ESG
6. Our partnerships
7. Our corporate events
8. ATHEXCLEAR & ATHEXCSD

Below are examples for each of the categories.
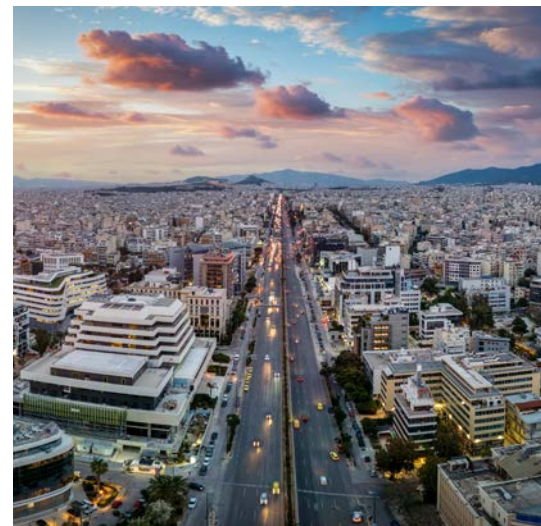
1. Our environment
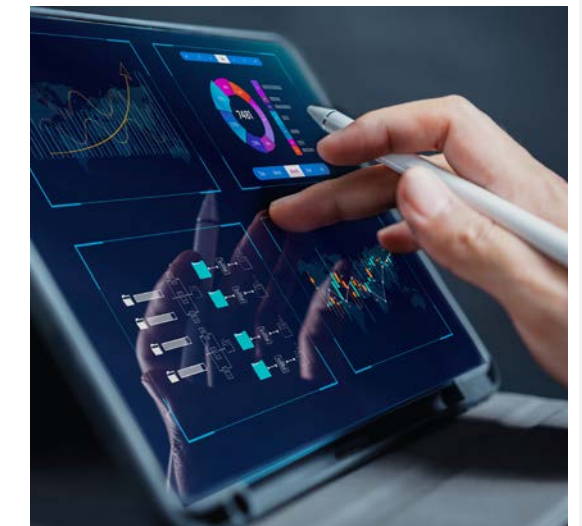
2. Our people at work

3. Our listed businesses

4. Our technology
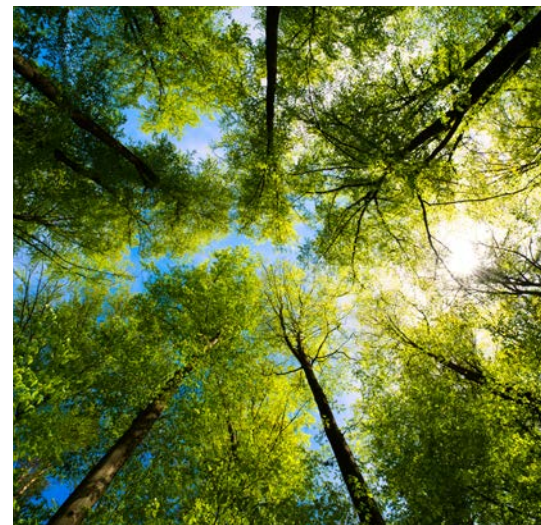
5. Our commitment to ESG

6. Our partnerships

7. Our corporate events
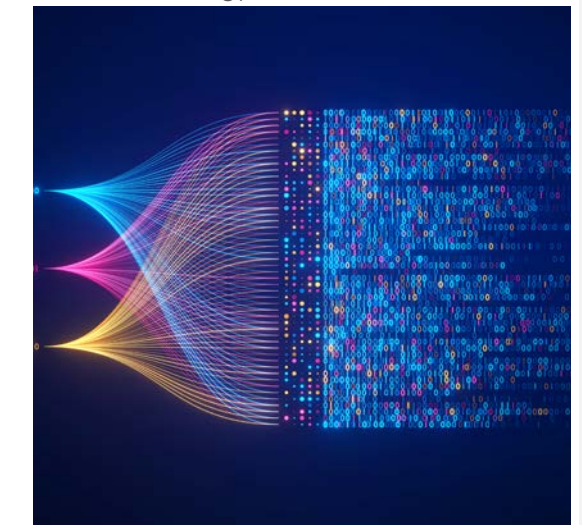
8. ATHEXCLEAR & ATHEXCSD

Photography
Our environment

6.1.1

This imagery showcases the environment we operate in and the uniqueness of the Greek landscape.

When choosing 'our environment' imagery make sure that the images are of a high quality, well composed, feel bright and optimistic. The focal point of the image should be sharp.

Further guidance on basic photography principles can be found on page 41.
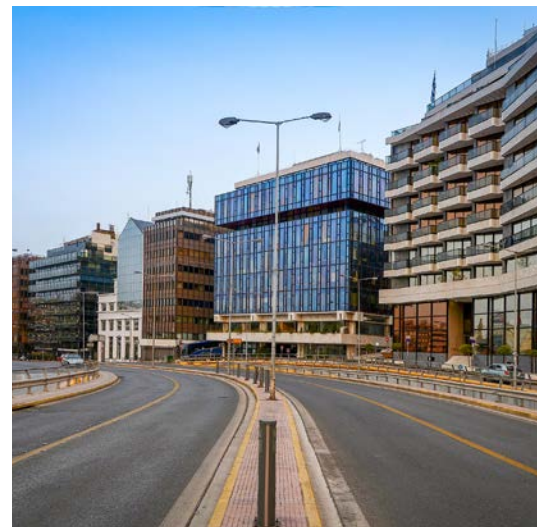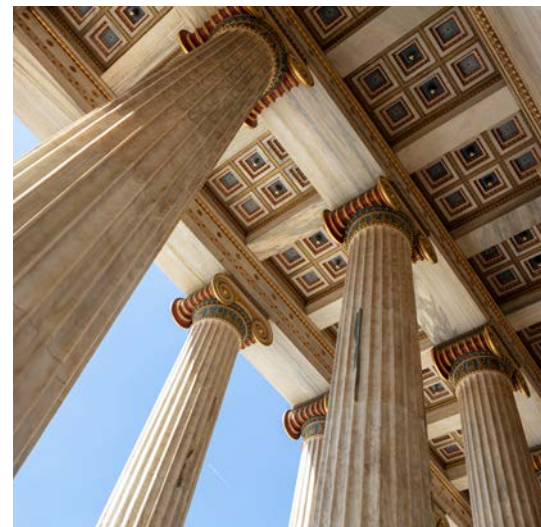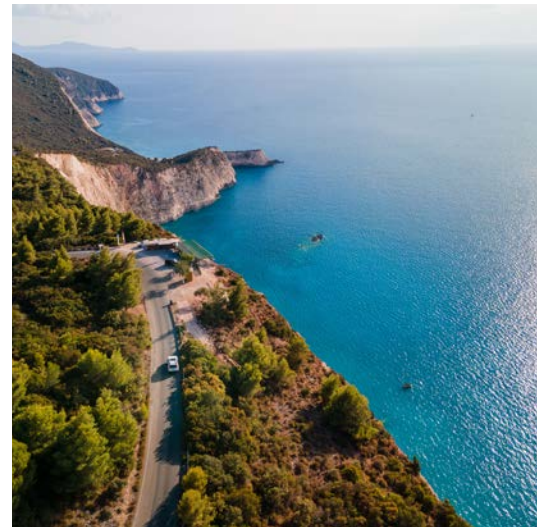
Photography
Our people at work

We place people at the heart of our business. Whether in the energy and teamwork of our employees, or showing our commitment to our customers, this category puts a human face to our company.

When choosing 'our people at work' imagery make sure that the images are of a high quality, well composed and used at a high resolution. The focal point of the image should be sharp.

Further guidance on basic photography principles can be found on page 41.

6.1.2
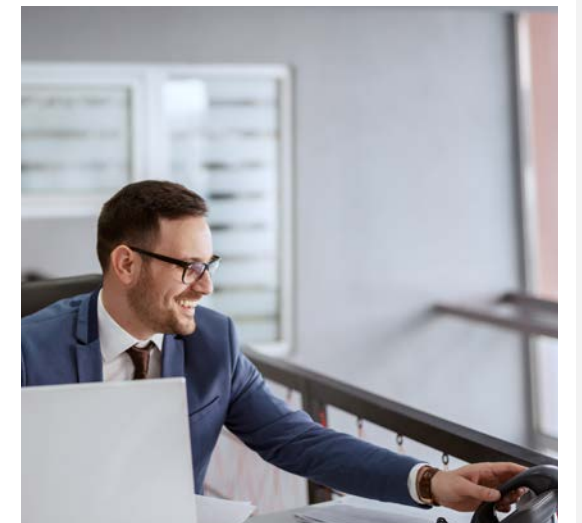
Photography
Our listed businesses

6.1.3

Our listed businesses images highlight our customer-centric approach and highlight the Group's core brand purpose of growing and strengthening the Greek economy.

When choosing 'our listed business' imagery make sure that the images clearly represent our customers' businesses and are of a high quality, well composed and used at a high resolution. The focal point of the image should be sharp.
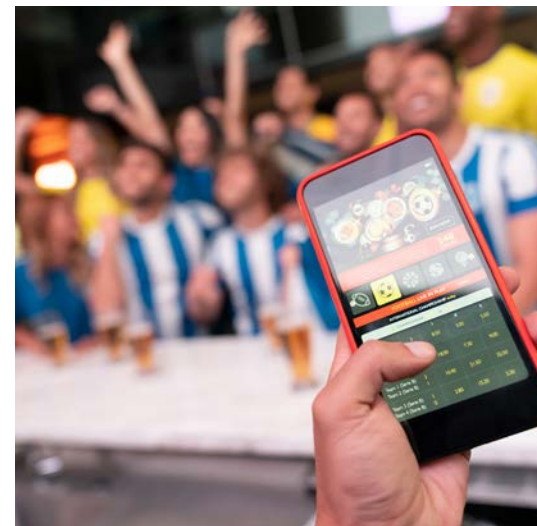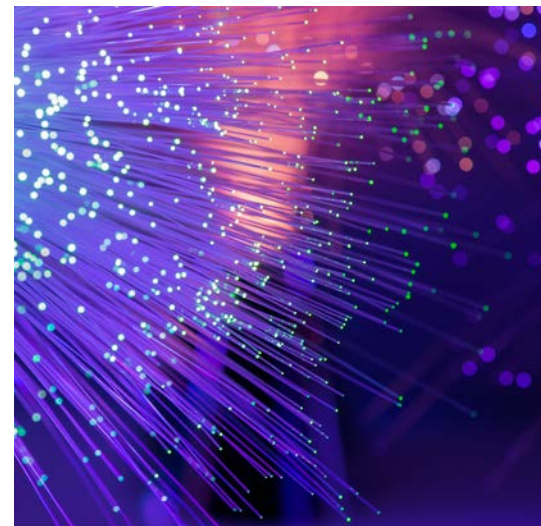
Photography
Our technology

6.1.4

The technology imagery shows the innovative solutions and industry-leading technology, positioning the brand as a leader in its field.

When choosing 'our technology' imagery make sure that the images are of a high quality, well composed and used at a high resolution. The images should represent our cutting edge technology solutions and feel modern and progressive. The focal point of the image should be sharp.

Further guidance on basic photography principles can be found on page 41.
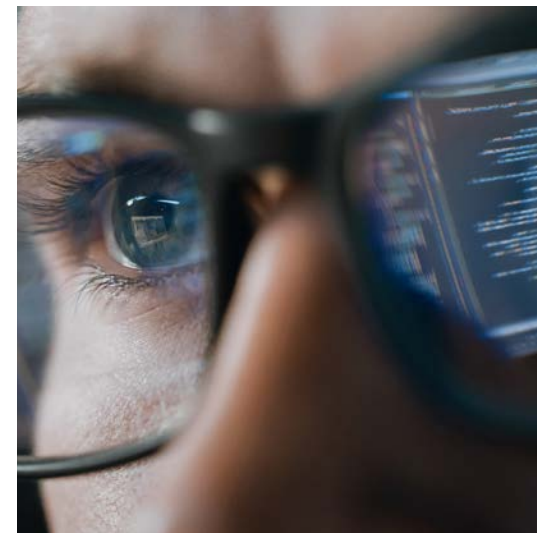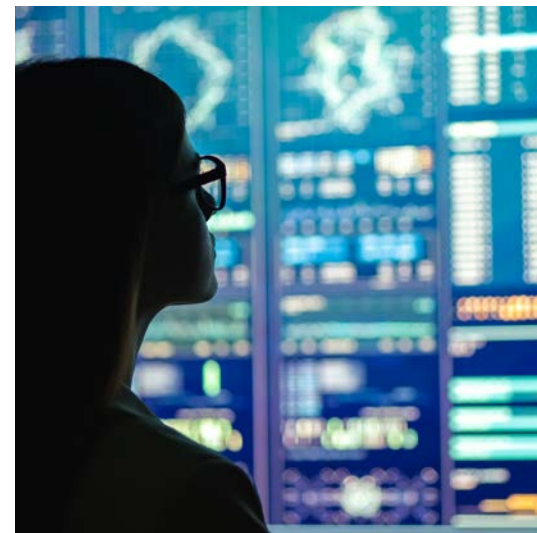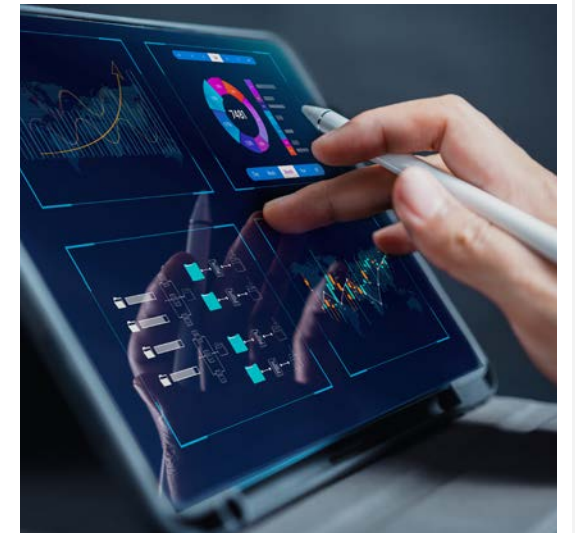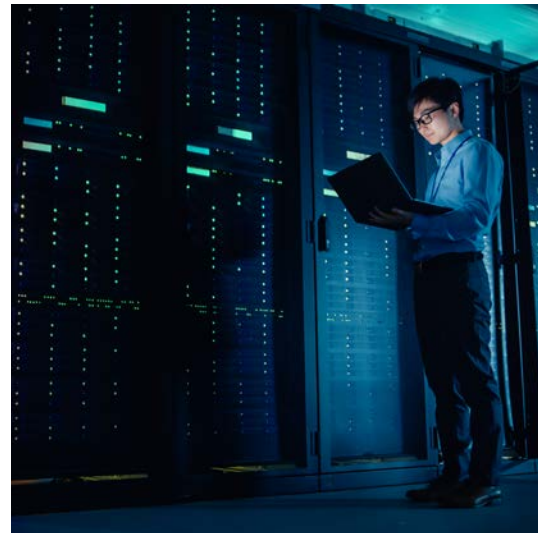
Photography
Our partnerships

6.1.5

Our partnerships imagery shows our global reach, wide network and links with the Greek Energy Market.

When choosing 'our partnerships' imagery make sure that the images are of a high quality, well composed and used at a high resolution. The focal point of the image should be sharp.

Further guidance on basic photography principles can be found on page 41.

Photography
Our corporate events

6.1.6

The corporate events images highlight the group's activities and initiatives. Showing a modern working environment where colleagues, customers and stakeholders connect.

When choosing 'our corporate events' imagery make sure that the images are of a high quality, well composed and used at a high resolution. The focal point of the image should be sharp.

Further guidance on basic photography principles can be found on page 41.

Photography
Our commitment to ESG

6.1.7

This category highlights ATHEXGROUP's ESG commitment. Highlighting the group's long-term, sustainable value creation for shareholders, and the action taken on tackling some of the world's most pressing environmental and social challenges.

When choosing 'our commitment to ESG' imagery make sure that the images clearly represent our ESG initiatives and portray the business in a positive light. The images should be of a high quality, well composed and used at a high resolution. The focal point of the image should be sharp.

Further guidance on basic photography principles can be found on page 41.

Employee training
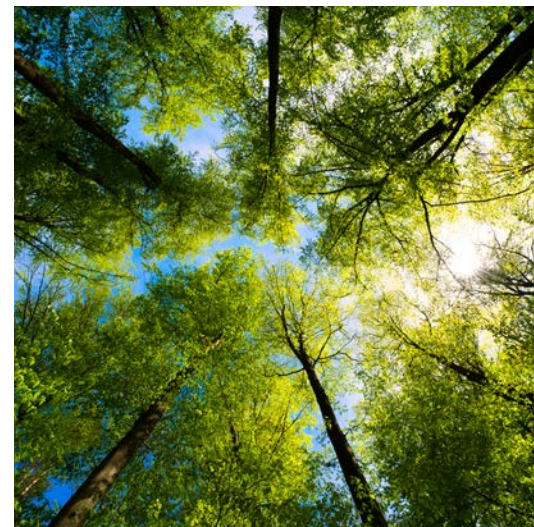
Green environment

Equality in the workplace

Environmental initiatives

Energy consumption and production

Energy consumption and production

Corporate governance

Environmental initiatives

Photography
ATHEXCLEAR & ATHEXCSD

6.1.8

This category highlights the Clearing House and Central Securities Depository of the Group.

ATHEXCLEAR & ATHEXCSD imagery should reflect either technological innovation or a people focused business, and portrays the business positively. Images can be abstract in nature and feature financial data, as shown in the examples below. The imagery must be of high quality, well composed, and be used at a high resolution. The focal point of the image should be sharp.
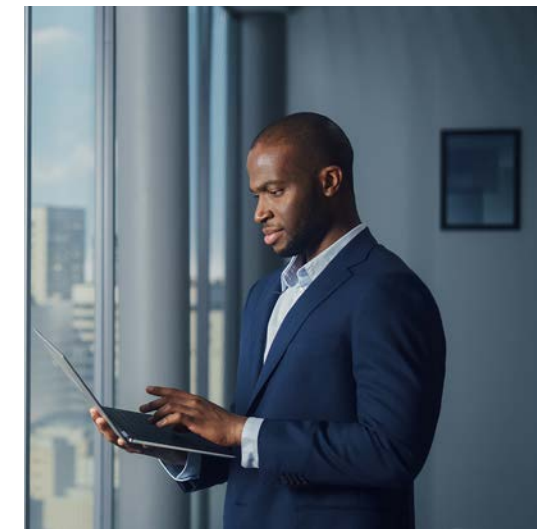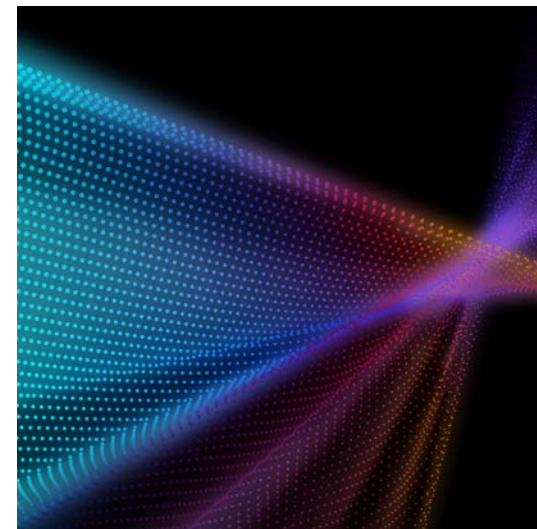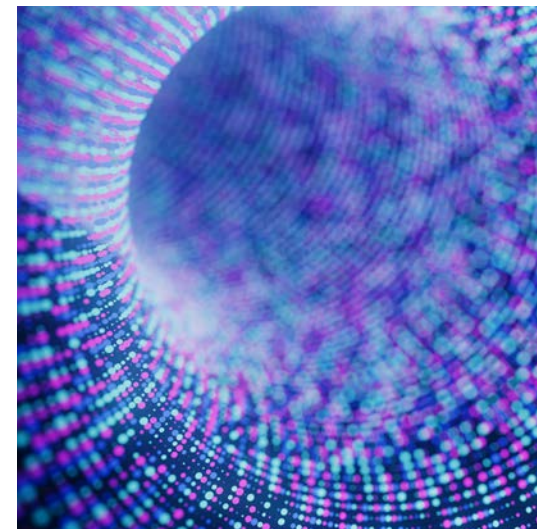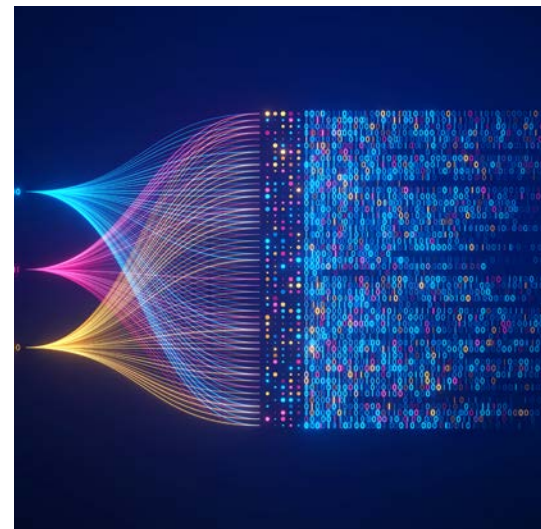
Photography
Incorrect use

6.2

Below are examples of incorrect imagery use with a description of what to avoid.

(01) Never use low resolution images that are sized incorrectly or enlarged beyond their resolution.

(02) Do not distort images by stretching the image to fit.

(03) Images should be sharp and never out of focus or blurred across the entire image.

(04) Do not adjust the angle of the image or shoot images at an angle.

(05) Always use the original full colour image and never create colour variations that look unnatural.

(06) Do not crop out the focal point of the image, making sure the relevant part of the photograph is clearly visible.

(01)

(02)
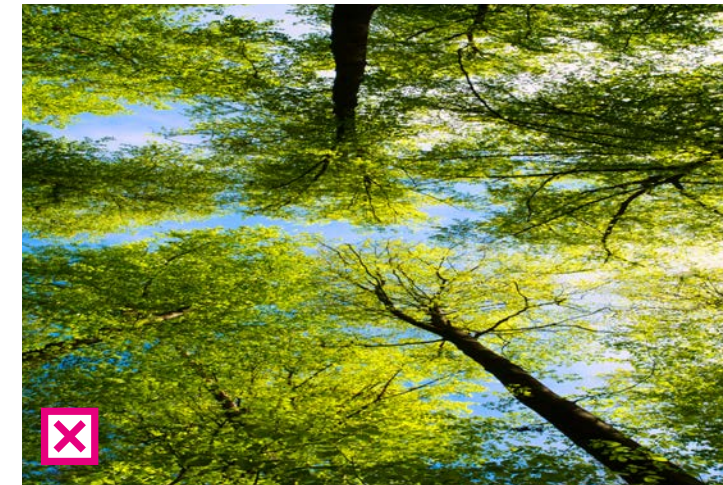
(03)

(04)

(05)

(06)

7.0
Iconography

Iconography
Principles

7.1

We've developed a suite of icons **(01)** that can be used as visual aids to navigation, to highlight specific pieces of content, or as more expressive illustrative objects. Please contact the marketing team if you need access to the icon suite.

The icons have a defined outline style. Examples can be found below. The icons can be used in any of the colours within the brand palette.

Before making any changes to the colour of social media icons **(02)**, it's important to review the specific social media brand guidelines for each individual platform. Below, you'll find black and white versions of the icons for reference.

Icons should not be used at a size smaller than 20x20 pixels for onscreen applications. Always make sure icons are clearly legible.

(01) ATHEX icon suite

(02) Social media icons

Iconography
Creating icons
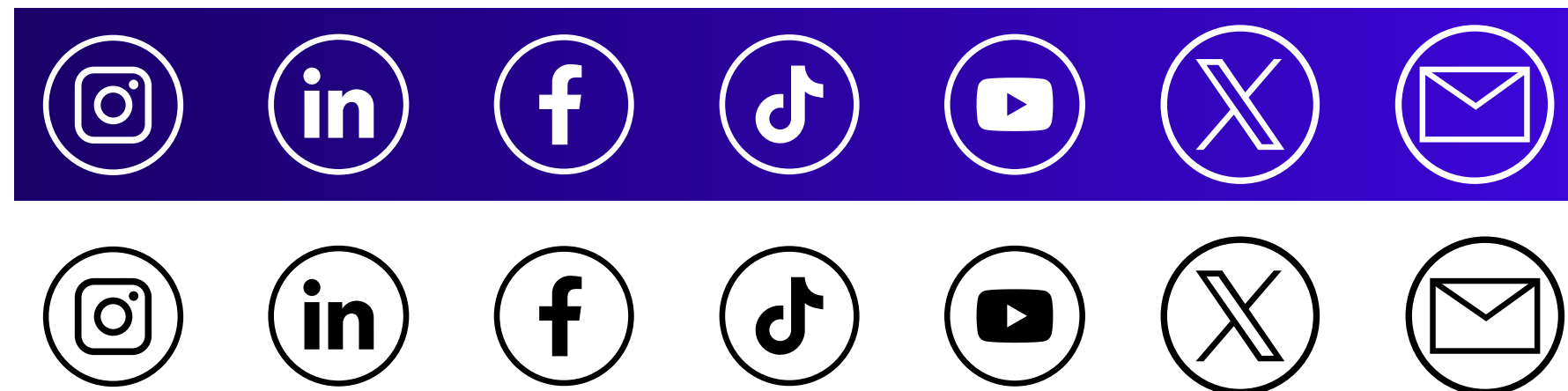
7.2

Sometimes it's necessary to create bespoke icons. The following rules have been created to ensure that we maintain a distinctive look and feel and the proportions remain consistent.

1. Outline iconography should be used to show openness and transparency – they should not be over complicated and supporting text is recommended to be used alongside.

2. Always use a consistent keyline weight and avoid using solid colour fills.

3. When drawing a new icon, keep to a square format for the icon where possible.

4. Always look to simplify the icon, removing any design elements that don't contribute to the key message or theme that you are conveying.

5. Icons can be used in any of the colours from our brand palette as well as using the gradients. Do not use colours that are outside of our brand palette.
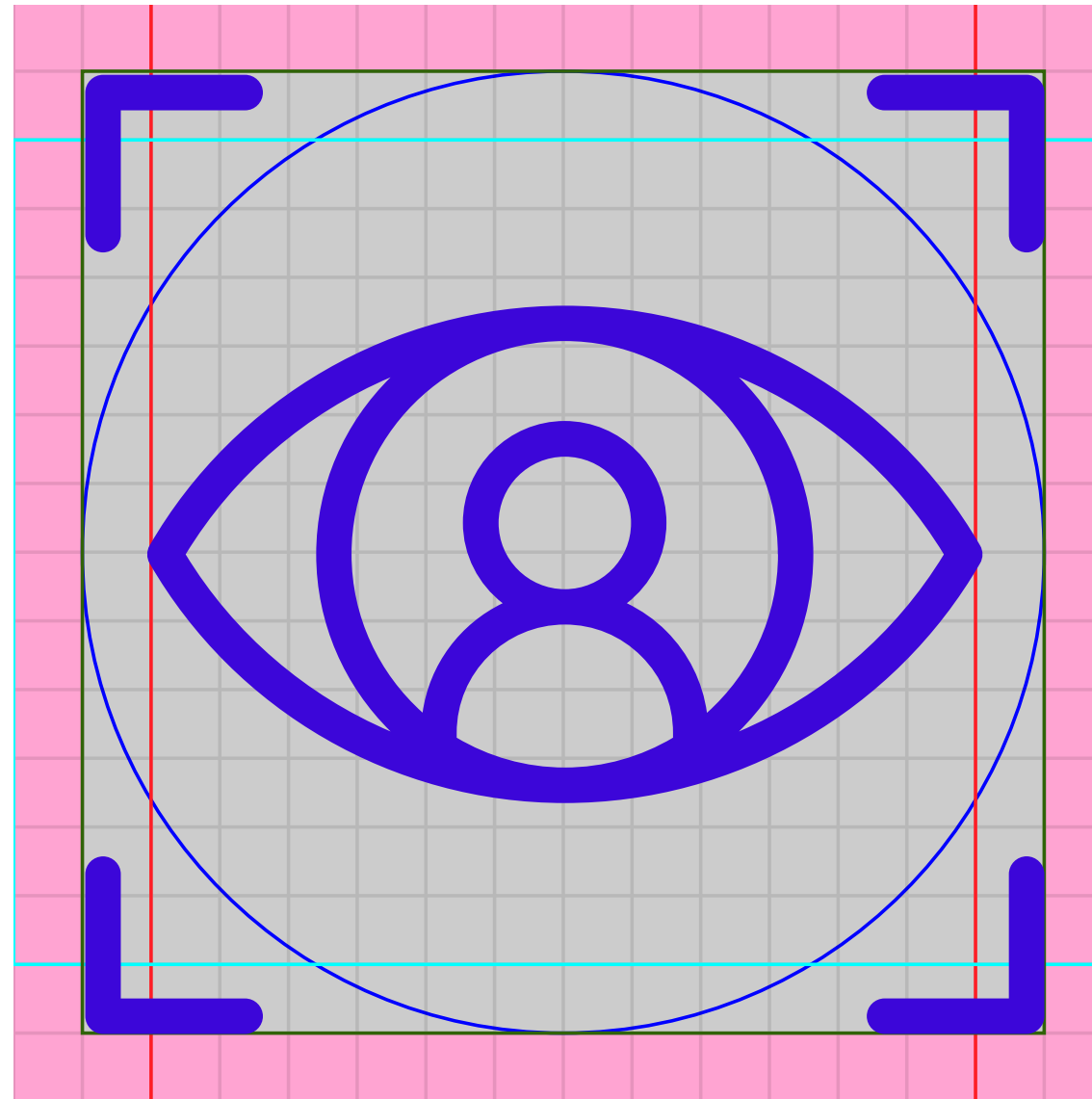
8.0
Visual language

Visual language
Principles

8.1

'Hermes' has been ATHEXGROUP's central brand element since 1876. People are proud of it because it's based on Greek mythology and conveys strength. The message is timeless and positive. We have developed a visual language system that incorporates a silhouette of Hermes' head as well as the wing element to create a distinctive look and feel to all of ATHEXGROUP's communications.

There are three variations of the visual language.
1. Hermes silhouette graphic
2. Hermes feather graphic
3. Hermes collapsed feather graphic

The following pages illustrate different ways these graphic elements can be used across communications material. as well as incorrect ways of using the visual language. Pages 50-63 show examples of communications that use the Hermes silhouette graphic, feather graphic and collapsed feather graphic.
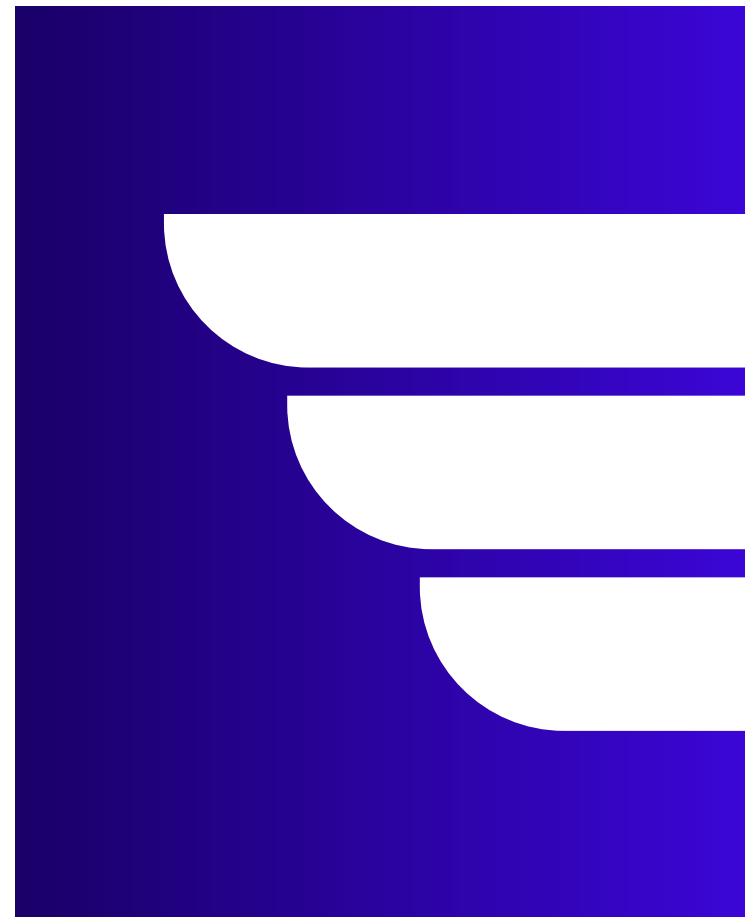
1. Hermes feather graphic
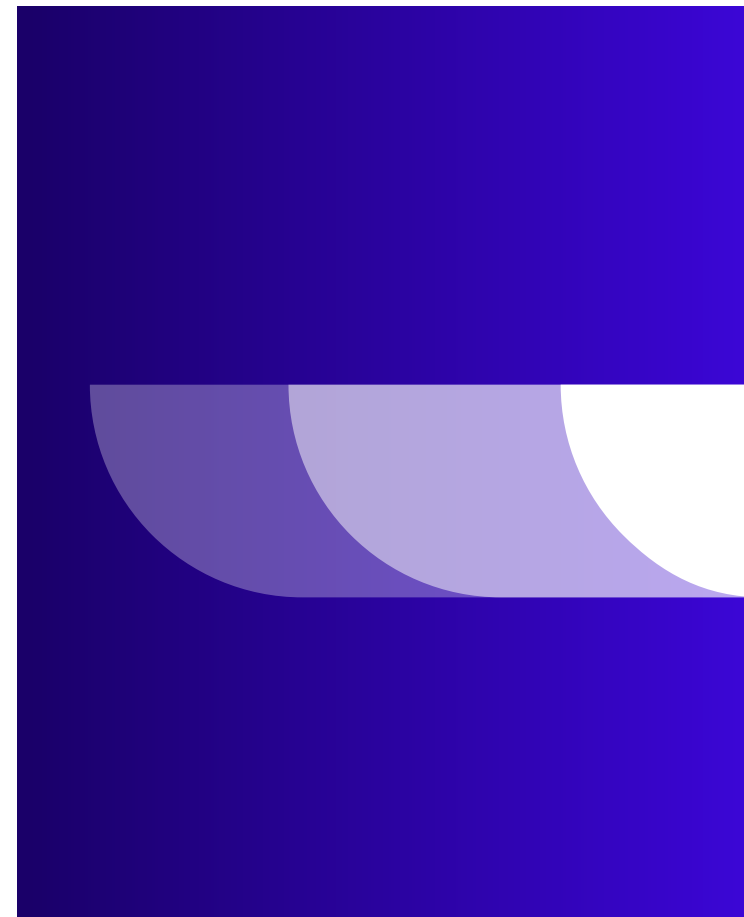
2. Hermes collapsed feather graphic

8.2

The Hermes feather graphic can be used as a solid colour image **(01)**, gradient colour image **(02)** or to hold photography **(03)**.

Always use the artwork provided and do not attempt to redraw or recreate the Hermes feather graphic.

When using the Hermes feather graphic it should always be cropped to the right-hand-side of the design artwork (shown below) do not rotate the design **(04)** and ensure it has clear space around to help the legibility **(05)**. Do not use the graphic as a keyline element **(06)**.

To see examples of how the Hermes silhouette graphic can be used, please refer to pages 50-63 for notional applications.

(01)

(02)

(03)

(04)

(05)

(06)
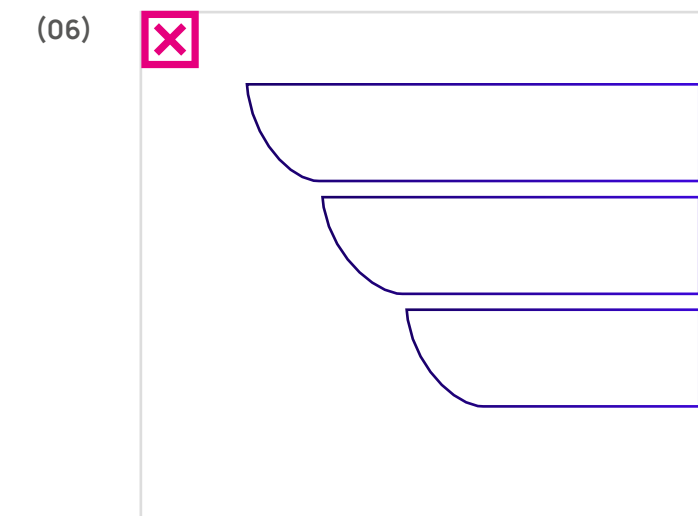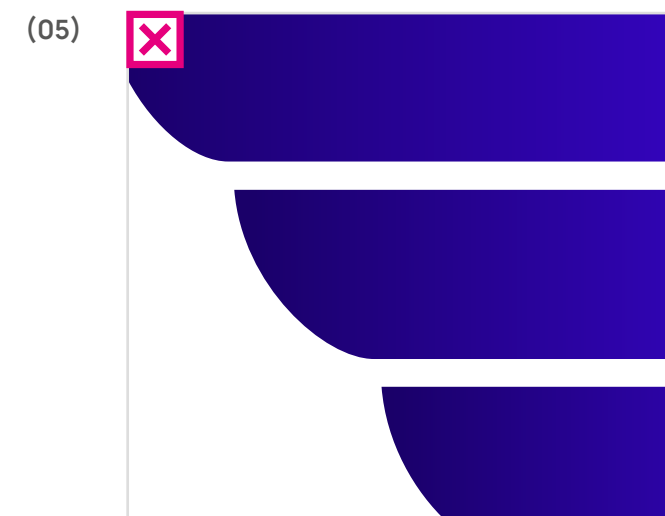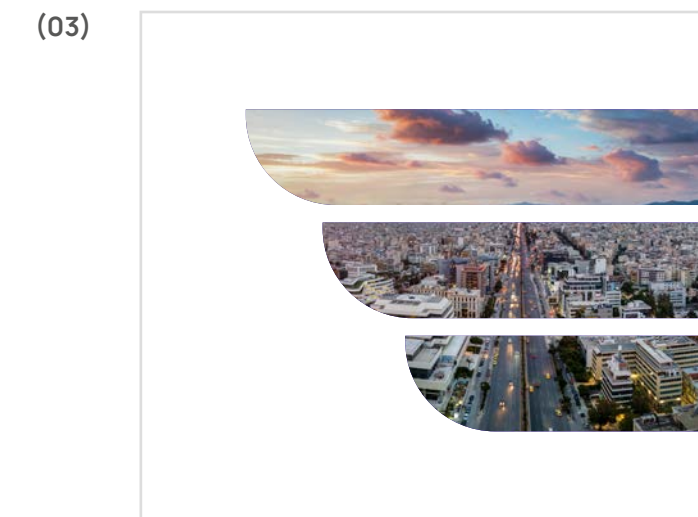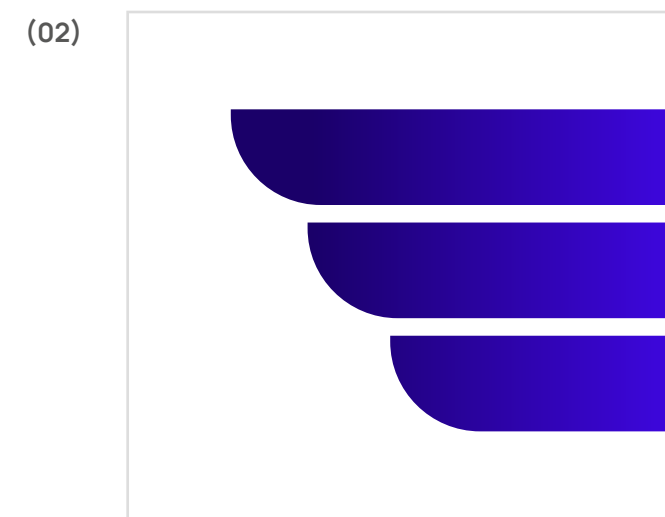
Visual language
Hermes collapsed feather graphic

8.3

The collapsed feather graphic can be used in widescreen applications, such as a digital header banner or a hoarding within a physical environment, where the Hermes feather graphic does not proportionally fill the space.

The collapsed feather graphic comes in two variants, a single feather **(01)** or overlaid feathers **(02)**. These can either be used as a solid colour **(03)** or with a gradient colour fill **(04)**. Imagery can also be used within the collapsed feather graphic, as shown below **(05, 06)**.

Always use the artwork provided and do not attempt to redraw or recreate the Hermes collapsed feather graphic.

When using the Hermes collapsed feather graphic it should always be cropped to the right-hand-side of the design artwork and be composed of three wing elements (shown below).

Do not rotate the design **(07)**. Do not use the graphic as a keyline element **(08)**. Avoid using clashing or hard contrasting colours **(09)**.

To see examples of how the Hermes collapsed feather graphic can be used, please refer to pages 50-63 for notional applications.

(01)
(02)
(03)
(04)
(05)
(06)
(07)
(08)
(09)

9.0
Applications
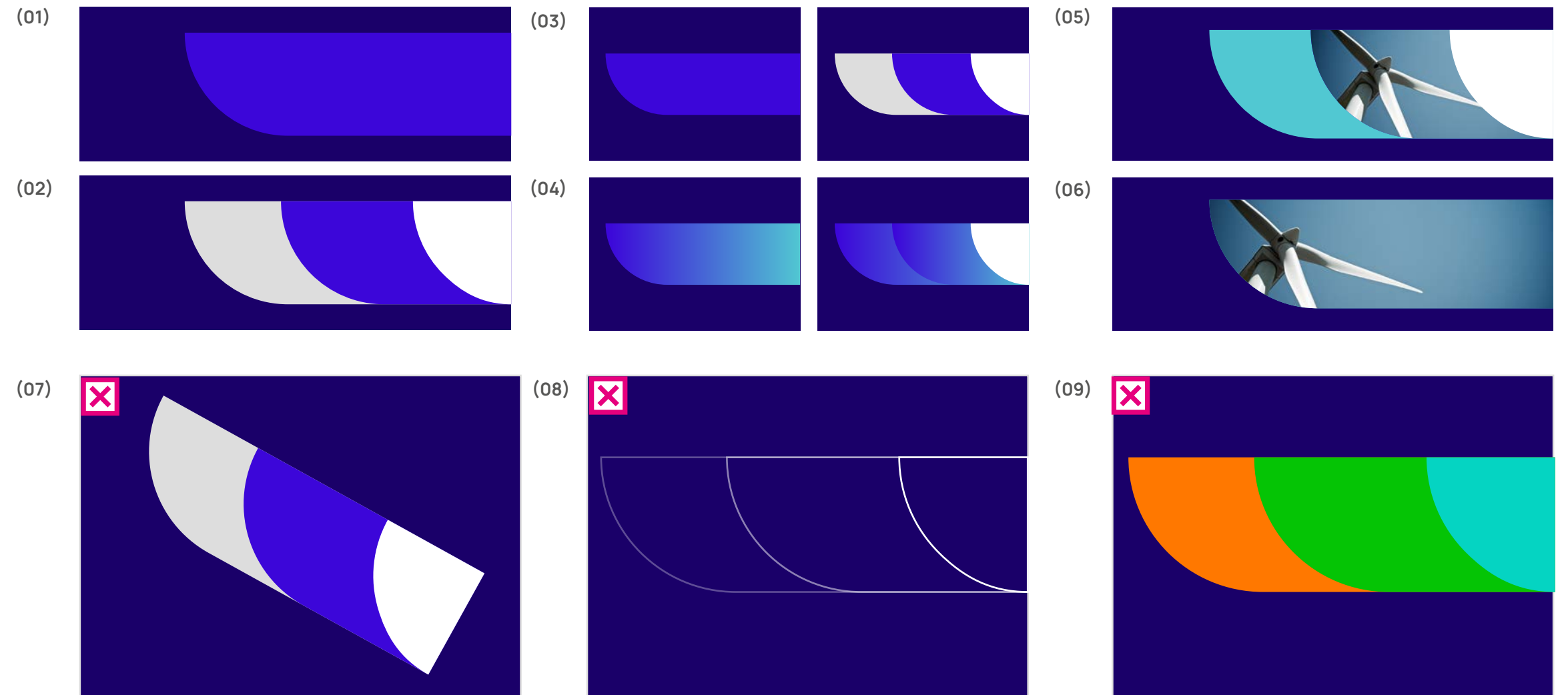
9.1

The image opposite shows sample visuals of the letterhead and envelope to be used for groupwide communications.
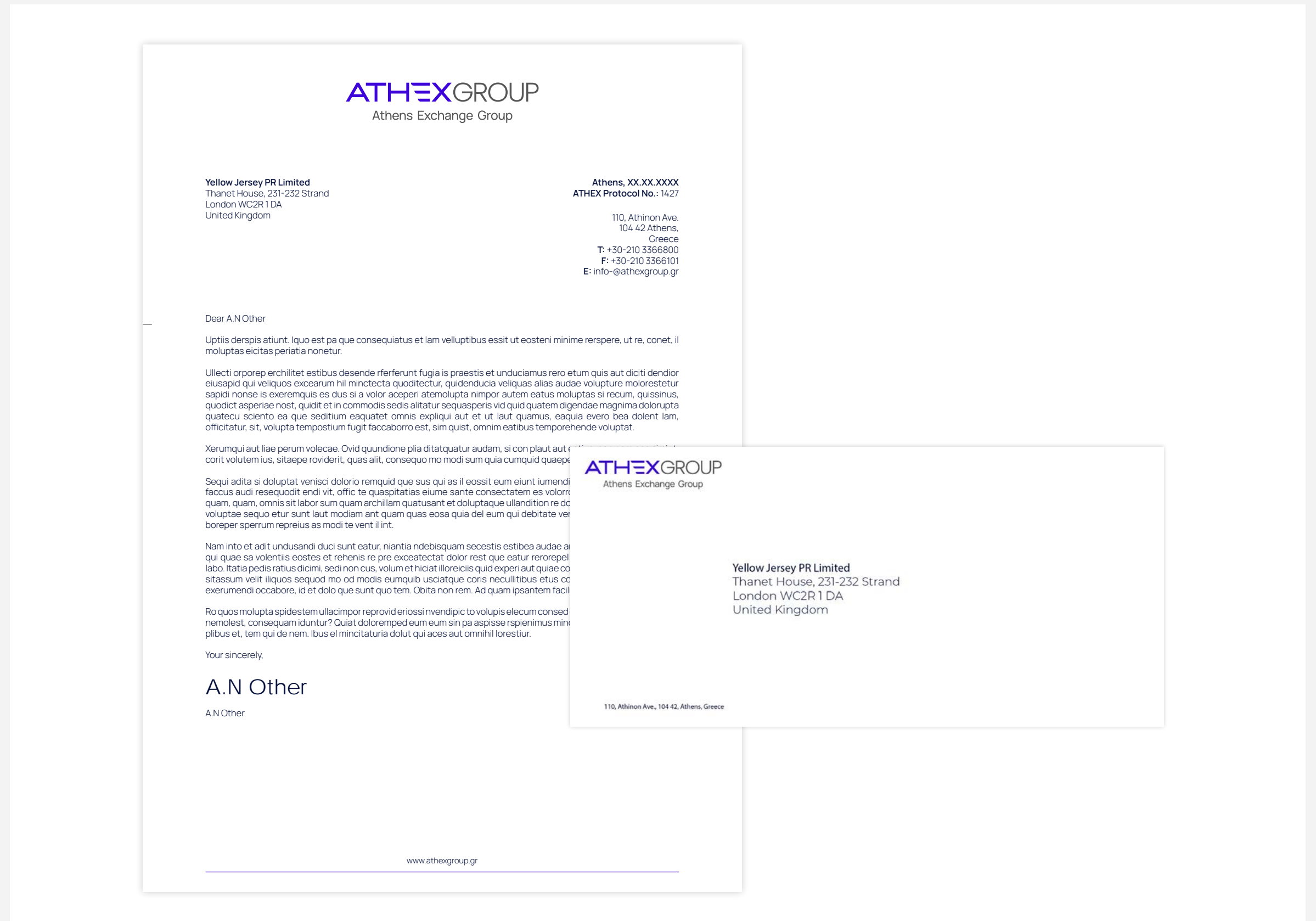
9.2

The image opposite shows a sample visual of the press release template.

ATHEXGROUP
Athens Exchange Group

Press Release   XX Month 2023

Document Title

Ullecti orporep erchilitet estibus desende rferferunt fugia is praestis et unduciamus rero etum quis aut diciti dendior eiusapid qui veliquos excearum hil minctecta quoditectur, quidenducia veliquas alias audae volupture moloresteur sapidi nonse.

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• Obita non rem. Ad quam ipsantem facilit at.

www.athexgroup.gr

Title
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Page 2   www.athexgroup.gr

9.3

The images opposite show sample visuals of brochure covers. If you require assistance in producing a brochure, please contact the marketing team at ATHEXGROUP.

ATHEXGROUP
Athens Exchange Group

Where strong foundations meet a bright future

Annual Report & Accounts 2023

ATHEXGROUP
Athens Exchange Group

Creating a sustainable future

Annual Report and Accounts 2023

Applications
Social media

9.4

The image opposite shows a sample social media post. If you require assistance in producing social meida posts please contact the marketing team at ATHEXGROUP.

ATHEXGROUP
Athens Exchange Group

Upcoming Examination

📅 X Month 2024   📍 Athens Stock Exchange
110, Athinon Ave, Athens 104 42
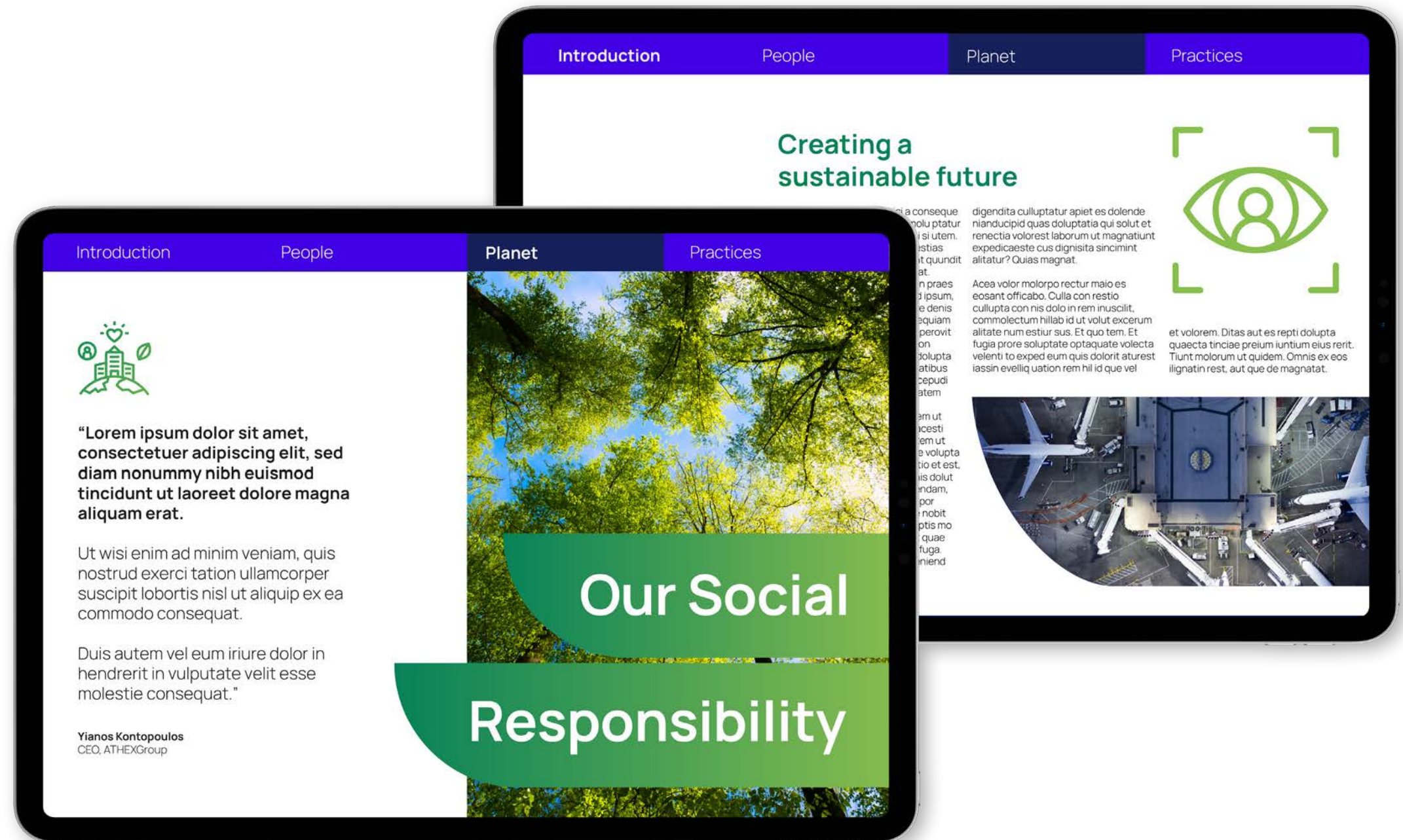
Application Deadline: XX Month 2024

ATHEX
Athens Stock Exchange

ATHEXCLEAR
Clearing House

ATHEXCSD
Central Securities Depository

9.5

The image opposite shows a sample visual of a digital brochure spread. If you require assistance in producing a brochure, please contact the marketing team at ATHEXGROUP.
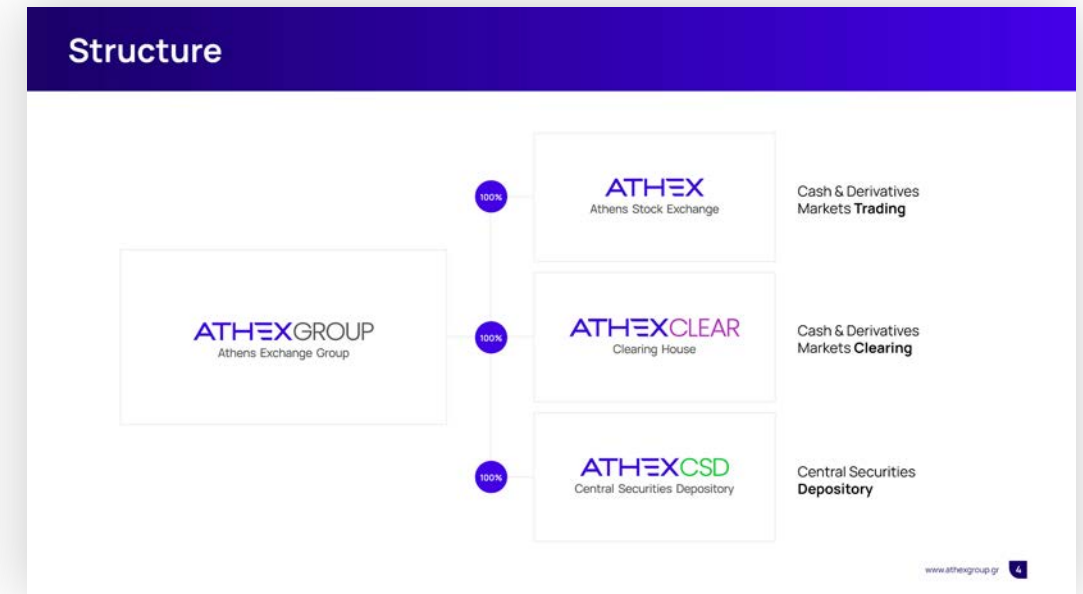
9.6

The image opposite shows sample visuals of the group PowerPoint template. If you require a copy of the group template please contact the marketing team at ATHEXGROUP.

Corporate presentation slide encorporating wing design

Colour coded header banners to divide key sections

Impactful divider slides

Text is clear and easy to read

Applications
Business cards

9.7

The image opposite shows sample visuals of the business cards. The Hermes head graphic has been embossed on the back of the card that gives a premium look. Always use high quality paper stocks when producing business cards.

If you require help in creating business cards, please contact the marketing team at ATHEXGROUP.

Applications
Merchandise

9.8

The images opposite show sample visuals of merchandise. When sourcing merchandise, make sure the products are durable and of a high quality that reflect well on the Company.
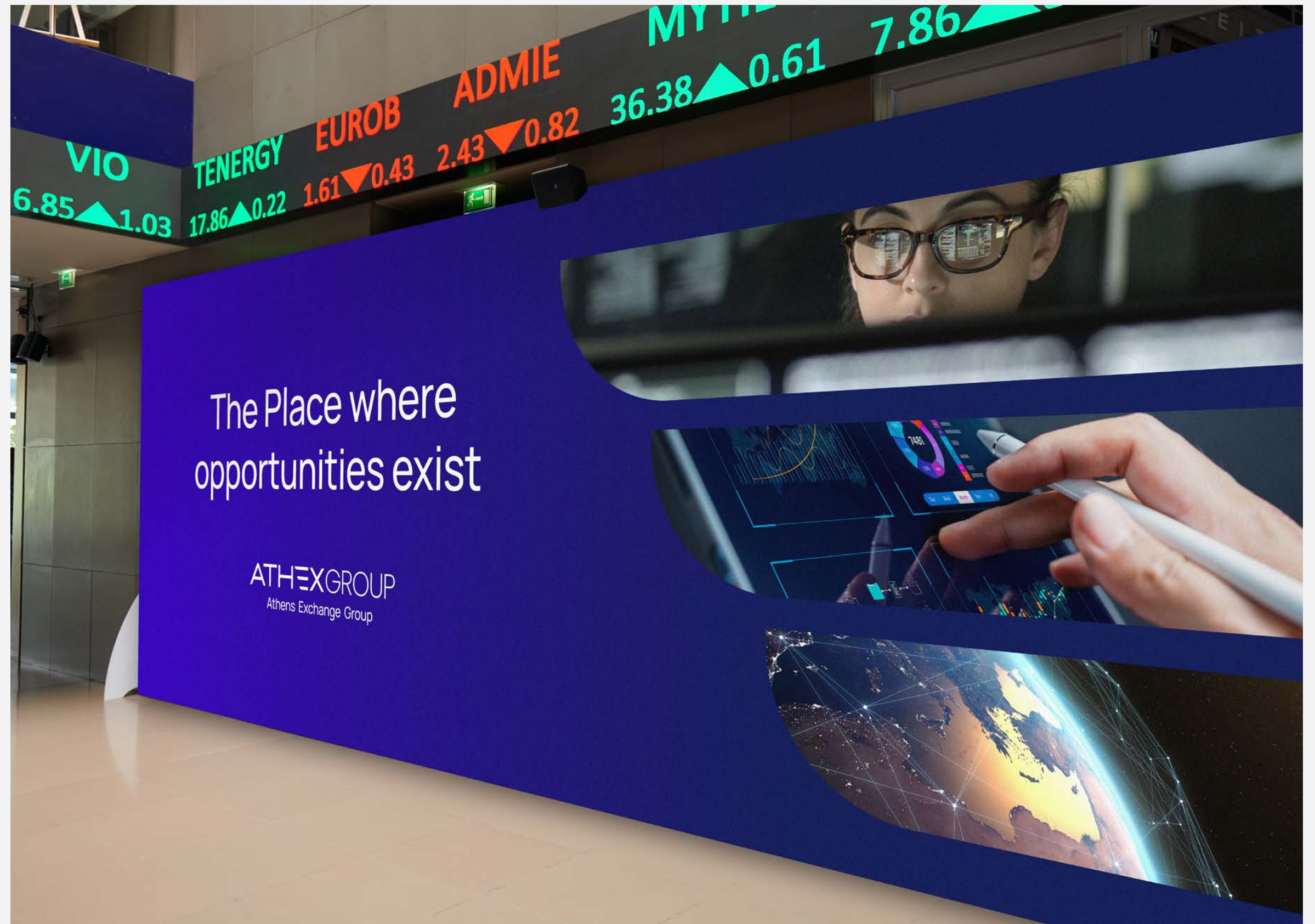
All merchandise should use the level 1 group colours and display the logotype.

If you require help in creating merchandise, please contact the marketing team at ATHEXGROUP.

9.9

The images opposite show sample visuals of pop-up banners. If you require assistance in creating banners or event graphics, please contact the marketing team at ATHEXGROUP.

Applications
Branded signage

9.10

The images opposite show sample visuals of internal and external branded signage. When creating signage, make sure it clearly displays the ATHEXGROUP master logo or subsidiary brand logos, and is always positioned in a place where it's clearly visible. The Hermes silhouette graphic can be used as a manifestation on glass, as shown on the image below. Always use materials that are high quality and reflect well on the Company.

Applications
Way-finding signage

9.11

The images opposite show a sample visual of internal wayfinding signage. When creating wayfinding signage, make sure it communicates directions simply and clearly and is always positioned in a place where it's clearly visible. Use materials that are high quality and reflect well on the Company.
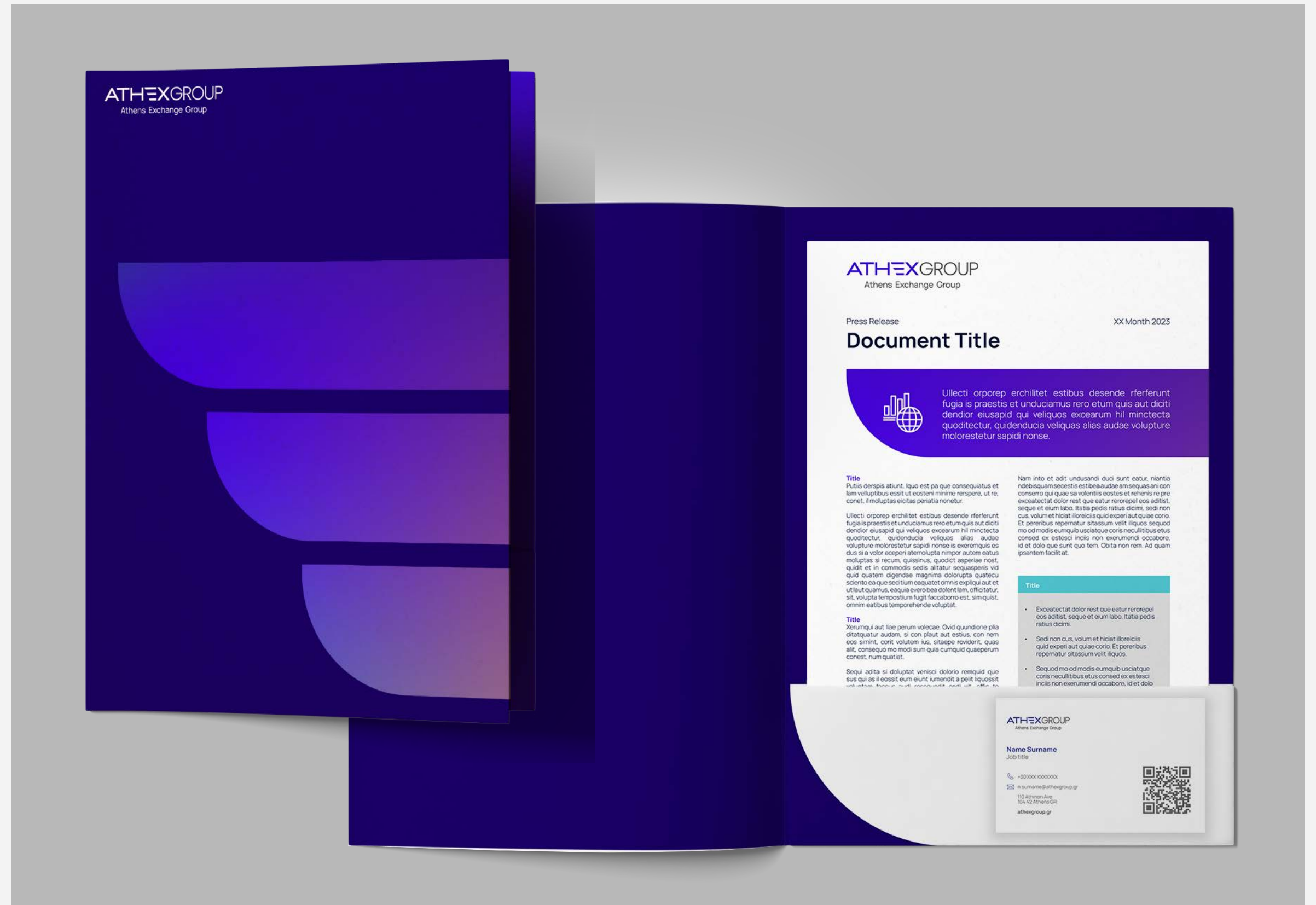
Applications
A4 document folder

9.12

The image opposite shows a sample visual of an A4 document folder. The design should use the level 1 group colours and display the logotype.

Applications
On-boarding merchandise

9.13

The images opposite show sample visuals of on-boarding merchandise. When sourcing merchandise, make sure the products are durable and of a high quality that reflect well on the Company. All merchandise should use the level 1 group colours and display the logotype.

(01) Tote bag
(02) USB stick
(03) Lanyard
(04) Water bottle

(01)

(01)

ATHEXGROUP
Athens Exchange Group

(02)

ATHEXGROUP
Athens Exchange Group

(03)

ATHEXGROUP

Athens Exchange Group

These identity guidelines were created to set out the basic rules to ensure the ATHEXGROUP brand identity remains distinctive, but also flexible.

If you have any queries regarding these guidelines or require further help applying them, please contact the marketing team at ATHEXGROUP.